



## **Our Supporters**

Thank you to these great friends and brands for all of your support. Warriors, they're there to support you, too! Think of them for your next event or purchase.



## Greetings Blazeman Warriors and Supporters,

Thank you.

For years now, you've been rolling across finish lines to symbolize your support for the Blazeman Foundation. But over the past few weeks, you-along with millions of others- have been dumping buckets of ice cold water over your heads and making donations to help raise awareness and funds to help researchers fight hard in the War on ALS.



Through the social media phenomenon that is the Ice Bucket Challenge, we have met hundreds (I mean hundreds!) of new friends who chose to direct their donations to the Blazeman Foundation.

You've helped raise awareness of the War on ALS in a way that we haven't seen since Lou Gehrig's **famous speech** in 1939. Don't believe me? Look at the recent spike tracked by Google Trends:

Interest over time	0			News headlines	Forecast (?)
FED	СВ				
Oct 2013		Jan 2014	Apr 2014	Jul 20	14

We have even had some good **press coverage** from Brandeis University here in Massachusetts.

Through all of the hype, the importance and the meaning of the Ice Bucket Challenge is not lost. Consider the words of **Elizabeth Farnum**'s 13-year old friend who said, "*the ALS ice bucket challenge isn't just to prove to your friends that you can pour a bucket of ice cold water on your head. It's to challenge your friends to understand the meaning of how serious ALS is. The point of dumping the cold water on your head is to feel paralyzed for a moment which is how people with ALS feel all the time.*"

The impact you've had on our Foundation is remarkable. Thanks to your support, we can stretch our goals this year and secure funding of our research escrow account. What's more, 99% of the donations we receive go to our mission. We have almost no overhead. No salaries. No corporate bonuses. Nothing sent up to the national affiliate. 99% of what we do goes directly to fund research programs at places like **Brandeis** 

Mission-related activities, including research 99%

Make a donation today!

## <u>Join Team Blazeman!</u>

The list of registered Blazeman Warriors keeps growing! We are proud to have you representing us on the battlefields!



University, The University of Maryland, Wake Forest University and up until 2012, Northwestern University where our research brought forth some very important new findings in ALS. Take a few moments and visit our website <u>www.waronals.org</u> for all our research updates.

Thank you for helping us fight the good fight. So, keep training, racing, spinning, rolling and, yes, dumping buckets of ice water on your heads. There's even a special offer from **Brad Culp**, Editor of Lava Magazine who pledged that anyone who rolls across the finish in Kona and does an ice bucket gets their photo in **Lava Magazine**. Your donations and support can be done quickly, easily and securely online **here**.

And, once again, thank you.



With gratitude..."So Others May Live" Mary Ann and Bob Jon's mom and dad



On May 2, 2005, twenty-year Multi-Sport veteran Jon Blais a.k.a. "Blazeman" at age 33 was diagnosed with the fatal motor neuron disease ALS (Amyotrophic Lateral Sclerosis). Blazeman dubbed himself the "ALS Warrior Poet" and brought his battle to the big island of Hawaii on October 15th that year, where he became the first person with ALS to complete the Ironman World Championships. It was his last race. In 2006, a number of athletes, inspired by Jon's 2005 efforts, rolled across the finish line in Hawaii in honor of Jon and his battle against ALS. In 2007, the Blazeman Foundation for ALS expanded Team Blazeman, comprised of "Blazeman Warriors" who have committed to raising awareness and funding a search for a cure for ALS..."So Others May Live."

Forward email