

## MY DEAR PELOTONIA FRIENDS,

The numbers related to cancer can be sobering: An estimated 1,529,000 people will contract cancer this year while another 569,000 are expected to die from the disease, according to the American Cancer Society.

But the number I want to share with you is a hopeful number; a number built on passion, compassion and a will to win: 7,846,705. It's the number of dollars you helped raise through Pelotonia 2010, of which every penny goes toward finding a cure for cancer through research at The Ohio State University Comprehensive Cancer Center. In our first two years, we have raised more than \$12.3 million, and I want to give you my sincerest, heartfelt thank you for your commitment.

We only succeed because of you, our 4,047 riders, 1,600 volunteers and 762 virtual riders who asked family, friends, acquaintances and strangers to support a cause that has moved us all. We began as a grassroots organization and we aim to stay that way, maintaining our community ties and listening to all of you so we take advantage of our collective strengths and lead with a collective purpose.

This is only the beginning for us and we have lofty goals: A day when Pelotonia is no longer necessary. But what our Pelotonia community delivered this year went beyond all expectations. Our riders and volunteers threw away the idea of fundraising minimums, racing for the ceiling instead of the floor. The effort was literally inspiration to the nth degree. Pelotonia might have started locally, but it is quickly becoming a national fundraising brand.

However, Pelotonia was by no means an easy journey this year. We faced the devastating loss of Michelle Kazlauskas during this year's ride. The outpouring of support for Michelle and her family has been wonderful. Many of you generously contributed in her name to Pelotonia and to her memorial fund and we thank you for your kindness. Michelle, we miss your courage and your enthusiasm for our cause and promise you'll be remembered always and with us on every ride.

Pelotonia also had to find new funding partners in an uncertain economic climate where companies were more apt to circle their financial wagons than give generously. But our new sponsors, including Huntington Bank, Limited Brands Foundation, Richard and Peggy Santulli, American Electric Power Foundation, Nationwide Insurance and Chemical Abstracts Service not only found our cause worthy but essential. And their altruism ensured all your donations would be put entirely toward curing cancer. It can't be mentioned enough how extremely grateful we are and how much we look forward to continuing those strong partnerships.

For all the challenges we faced this year, there is no greater challenge than eradicating this unfortunately common and malicious disease. The dedication you showed Pelotonia in 2010 means we can throw an incredible amount of money at the problem and know our resources are going to support the best minds working tirelessly to find a cure.

**Your choice to support Pelotonia this year was nothing short of amazing, and I genuinely hope we'll see you again at the starting line in 2011. Thank you for being part of the Pelotonia family.**



Tom Lennox, Executive Director

