

November 2, 2004

FirstName, LastName
Company
Address
City, State Zip

Dear FirstName,



My father, David Rozzen, was diagnosed with bulbar onset ALS in June of 2002. This devastating disease robbed my father of his speech, movement in his hands and feet, and his ability to breathe and eat.

I know that my Dad had his tough days, but he put up a long and difficult battle with ALS because he chose to *NEVER GIVE UP*. Until the very end, my father was so sure that a cure was going to be found for him. Because of his strength and determination, he will always be my #1 hero. Because of him, I have been inspired and motivated to create the enclosed *NEVER GIVE UP* wristband.

My family and I would like to make my Dad's wish come true and find a cure for ALS, but I need your help. Please make a donation to The ALS Association, Greater Los Angeles Chapter (ALSA-GLAC). Your generous gift will help the Chapter support research to find a cure for ALS and provide much-needed services to patients and their families.

In exchange for your contribution, please accept the enclosed *NEVER GIVE UP* wristband as a token of my appreciation. My mom, Marian, and my brothers Brian and Daniel and I thank you from the bottom of our hearts.

Hopefully, through scientific research, a cure for ALS will soon be found. In the meantime, the Chapter needs your help serving the hundreds of PALS just like my dad.

I hope I can count on your generous support this holiday season.

Gratefully,

Michelle Rozzen

P.S. Please wear your *NEVER GIVE UP* wristband to increase awareness of ALS and support the work of The ALS Association in your community.