



October 3, 2013

Local Business Manager:

I, Carly Maloney, am writing to you on behalf of Karma Kommunications to assist us with our fundraiser, Lip-Syncing for Cancer, which will benefit Alex's Lemonade Stand Foundation and childhood cancer research. Shockingly, less than 5% of government funding for cancer research is used for childhood cancer even though 750 children are affected by cancer daily.

Karma Kommunications is a group of Robert Morris University Communication and Information Systems students. As a class project we are planning a lip-syncing contest on Robert Morris University's campus in order to raise money for Alex's Lemonade Stand Foundation.

Alex's Lemonade Stand Foundation is an organization that raises money for childhood cancer research. The foundation was started by a little girl named Alexander "Alex" Scott, who set up her own lemonade stand to raise money for other children with cancer. For more information please visit their website: [www.alexlemonade.org](http://www.alexlemonade.org).

Our goal is to raise \$250 for Alex's Lemonade Stand, which will fund 3.5 hours of research, by charging groups to participate in the contest and an admission fee. To entice contestants to participate in the competition we are asking the Robert Morris University community to donate prizes for the winners first, second, third place, and crowd favorite.

I appreciate your consideration to assist us with our school project and help the Alex's Lemonade Stand Foundation. If you have any questions or concerns please feel free to contact me at at [karmakomm@gmail.com](mailto:karmakomm@gmail.com) or 215-888-4470. We would appreciate anything that you could do to help us reach our goal of raising \$250 for childhood cancer research.

Sincerely,

Carly Maloney  
Karma Kommunications Representative  
Robert Morris University '14

#### **Executive Team**

Carly Maloney  
Max Rickard  
Melissa Egnacheski  
Michael Battisti  
Sarah Cave  
Shanice Cook

#### **Philanthropy**

Alex Lemonade Stand

#### **Contact**

[karmakomm@gmail.com](mailto:karmakomm@gmail.com)

**We're good PR.**