

Monday, August 12, 2002



To Whom It May Concern:



Canadian
Cancer
Society

Our names are Paul Jay and Ian Herculson and we are about to embark on a bicycle journey from Edmonton, Alberta, to Tierra Del Fuego, Argentina, via the east coasts of North, Central, and South America. Our goals for the 26,000km trip are to raise funds for the Canadian Cancer Society, and to document this epic experience in an effort to inspire others to attempt similar feats and achieve similar goals.

We believe strongly in the mission of MelsUs, which we created as a not-for-profit society to help "ordinary people achieve extraordinary dreams". As have so many others, we have been touched by the human face of the fight against cancer, and we believe that we can make a difference in winning that fight. With the assistance and support of friends, family and our community, we are confident that this trip will be a remarkable success story that will achieve its goals.

To that end, **we are asking you to be a part of this exciting campaign.** We are certain that over the course of our two-year journey we can raise our target of \$75,000.00 to help beat cancer – but it can't happen without your help. We'll be conducting a series of media interviews throughout our journey in an effort to encourage people from across North, Central and South America to make donations, but we are also eager to see companies and organizations like yours get involved even before we leave.

We are asking you to consider a sponsorship opportunity that can truly make a difference. We would like you to consider donating goods or services that will assist us in our journey, or to make a financial contribution to our campaign, the entire proceeds of which will go to the Canadian Cancer Society. All donations (goods, services or funds) are fully receipted by the Canadian Cancer Society and are eligible for a Canadian tax credit.

We do understand that it can be difficult to free resources to commit to campaigns of this type, however, so we are eager to work with you to ensure that your participation helps fight cancer while also providing significant benefits to your business at the same time. **We offer sponsorship packages (the details of which are attached) that will allow your organization to be a highly visible part of this exciting and inspiring campaign.**

Attached you will find an information sheet with contact names, numbers and additional trip details, and we would also encourage you to find out more by visiting our website at www.meisus.com. We would like to thank you in advance for your time and patience in hearing our cause. Your support and trust in us is deeply and sincerely appreciated. If you have any questions or comments, please feel free to contact us.

From a couple
of ordinary guys,

Paul Jay

Ian Herculson

FACT SHEET



The 26,000km Trip

Cyclists: Ian Herculson (age 25, Edmonton resident)
Paul Jay (age 27, Edmonton resident)

Depart From: Edmonton
Departure Date: September 3, 2002

Arrive In: Tierra Del Fuego, Argentina
Arrival Date: September 3, 2004

Total Distance: 26,456 kilometres
Total Days of Cycling: 508 days



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The MelsUs Society

The MelsUs Society is a not-for-profit organization established to assist “ordinary people achieving extraordinary things”. The MelsUs Society will provide support and administration services for the 26,000km cycling trip from Edmonton, Canada, to Tierra Del Fuego, Argentina, including financial administration and accounting. The MelsUs society is also responsible for working with the Canadian Cancer Society to ensure that the Canadian Cancer Society properly receives all profits from the trip, and that all donors receive proper tax receipts for their donations.

The Canadian Cancer Society

The Canadian Cancer Society is a national, community-based organization of volunteers whose mission is the eradication of cancer and the enhancement of the quality of life of people living with cancer. We achieve our mission by:

- funding excellence in research for all types of cancer
- advocating for healthy public policy
- promoting healthy lifestyles and strategies for reducing cancer risk
- providing comprehensive information about cancer care and treatment
- supporting people living with cancer

Contact Information

Ian Herculson (Cyclist):(780) 425-2405 or ian@meisus.com
Paul Jay (Cyclist):.....(780) 488-0778 or paul@meisus.com
Clay Weibe: (Administration).....(780) 717-8052 or clay@meisus.com
Liam M. Connelly (Legal Counsel)(780) 425-7909
Douglas Baker (CCS Regional Director):(780) 437-8405
Christine Teterenko (CCS Revenue Development Coordinator): ---(780) 437-8414

Get more information at www.meisus.com!

SPONSOR BENEFITS



Platinum Sponsors (over \$5,000)



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- One day of time with Ian or Paul for filming, shooting or recording advertisements.
- Unlimited access to all photos taken on the trip for your usage – including for usage in advertising campaigns.
- Your logo added to the MelsUs letterhead.
- We will take your banner or flag and take photos as agreed in advance at the point on our route of your choosing.
- We will sew a patch with your logo (provided by you) on our jersey and on one of our packs.
- Your logo and link added to the MelsUs website homepage, as well as being listed as a platinum sponsor in the ‘Sponsorship’ page
- Free usage of the daily journal entries as Ian and Paul travel for re-publication as you wish.

Gold Sponsors (over \$2,500)

- Unlimited access to all photos taken on the trip for your usage – including for usage in advertising campaigns.
- Your logo added to the MelsUs letterhead.
- We will take your banner or flag and take photos as agreed in advance at the point on our route of your choosing.
- We will sew a patch with your logo (provided by you) on our jersey and on one of our packs.
- Your logo and link added to the MelsUs website homepage, as well as being listed as a gold sponsor in the ‘Sponsorship’ page
- Free usage of the daily journal entries as Ian and Paul travel for re-publication as you wish.

Silver Sponsors (over \$1,000)

- Your logo added to the MelsUs letterhead.
- We will take your banner or flag and take photos as agreed in advance at the point on our route of your choosing.
- We will sew a patch with your logo (provided by you) on our jersey and on one of our packs.
- Your company name and link added to the MelsUs website homepage, as well as being listed as a Silver sponsor in the ‘Sponsorship’ page
- Free usage of the daily journal entries as Ian and Paul travel for re-publication as you wish.

Bronze Sponsors (over \$250)

- Your company/organization name added to the MelsUs letterhead.
- Your logo and link added to the MelsUs website on the sponsorship page and honourable mention as a bronze sponsor.
- Free usage of the daily journal entries as Ian and Paul travel for re-publication as you wish.

CANCER QUESTION AND ANSWER

(PROVIDED BY THE CANADIAN CANCER SOCIETY)



Canadian
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What is Cancer?

Cancer is the uncontrolled growth and spread of abnormal cells in the body. Usually the body's defenses destroy abnormal cells, but cancer occurs when those cells manage to overcome the defenses and grow out of control. The cancer cells usually form a tumour (a mass of cells). Tumours can be benign (non-cancerous) or malignant (cancerous). Benign tumours do not spread, and can usually be completely removed. Malignant tumours may spread to other parts of the body through the blood vessels or lymph channels, creating more tumours. Often, it is these secondary tumours that are responsible for symptoms and death.

Who Gets Cancer?

Anyone. One in three people will be diagnosed with cancer. Since your chance of getting cancer increases with age, most cases affect adults in mid-life or older. Even so, cancer causes more deaths among 1- to 14-year-olds than any other disease. The Canadian Cancer Society estimates there will be 132,100 new cases of cancer in Canada in 2000 – 10,200 of those in Alberta and the Northwest Territories. There will be about 65,000 deaths – about 4,900 in Alberta and the N.W.T.

What Causes Cancer?

Cancer is not one disease. There are about 200 different types. Some grow rapidly and spread quickly. Others grow slowly and spread late, or not at all. We know the causes of some cancers but not of others. We can cure some cancers but not others. A small percentage of cancer is hereditary – it's in our genes. But in most cases, heredity only increases the risk of cancer if you are also exposed to a cancer-causing substance (tobacco, ultra-violet light, etc.). If you avoid the exposure, you can avoid cancer.

Most cancers are caused by everyday lifestyle things, such as sun exposure or smoking. Tobacco use is the leading cause of cancer in Alberta and the Northwest Territories. It accounts for about 30 percent of all fatal cancers. It causes at least eight out of every ten cases of lung cancer, and is a significant cause of cancer of the larynx, lip, tongue, esophagus, pancreas, and bladder. Lifestyle choices account for many cancers. A diet that is high in fat and calories, and low in fruits and vegetables may increase the risk of bowel, breast, and prostate cancers. Contrary to what many people believe, today's food additives are not likely to cause cancer.

Can Cancer Be Prevented?

About 90 percent of all skin cancers could be prevented if people protected themselves from the sun's rays. All cancers caused by tobacco use could be prevented completely. Regular screening and/or self-exams can detect cancers of the breast, tongue, mouth, colon, rectum, cervix, prostate, and testis at an early stage, when treatment is more likely to be successful. These sites include nearly half of all new cancer cases. Of these cases, about 66 percent of all patients currently survive five years. With early detection, about 90 percent would survive. (Click here for more information on cancer prevention.)

Can We Win the Fight Against Cancer?

Yes! We have the knowledge and the tools to make substantial gains against cancer. It will require determined, focused action — and your support of the Canadian Cancer Society. What's behind this optimism? The fact that cancer rates can and do change — sometimes for the better and sometimes for the worse. If we can understand what drives these changes, we can use this knowledge to support health policies and action.

Are We Winning?

We see two very different pictures of our progress against cancer. One day we are told the number of people with cancer is rising and our treatment system is in danger of being overwhelmed. The next day, we read about an exciting scientific breakthrough that promises to revolutionize cancer treatment — a new drug, test, or genetic discovery.

How can we sort through this conflicting information? First, we can look at cancer survival rates. Statistics show that there have been dramatic improvements in stomach cancer and childhood leukemia. There have been slow, steady improvements in other cancers, such as bowel cancer. But there have also been backward steps. The death rate from lung cancer — especially among women — is rising. There has been little or no change in breast or prostate cancer.

We can also look at our population. When we adjust for the age of our population, your chance of getting cancer over your lifetime has gone up only slightly:

- 1.2 percent for men
- 1.4 percent for women

But we know that cancer usually strikes later in life, and our population is aging. When we look at the sheer number of people that our health care system and the Canadian Cancer Society will need to help, the increased demands are significant. Over the past eight years:

- The Canadian population has increased 17 percent.
- The number of new cancer cases has increased 43 percent.
- The number of cancer deaths has increased 27 percent.
- Clearly to meet this increased demand we'll need your help!

How Do We Win?

So far, Canada has put almost all of its efforts into cancer treatment — \$5.2 billion in 1993. But treatment alone is not enough to beat cancer. If we want to save more lives and reduce the burden of illness, we must invest more of our resources in research and cancer prevention. With some cancers, we need to put screening tests for early detection to much better use.

What Challenges Do We Face in Winning?

We will face many scientific and lifestyle hurdles in the fight against cancer. But the most pressing challenges are financial:

- The federal government will cut transfer payments to the provinces by billions of dollars over the coming years. Decreasing federal transfer payments impact provincial health budgets, and as provincial cuts are made, more and more people turn to the Canadian Cancer Society for help.
- More organizations are turning to public fund raising to compensate for reduced government support. The money raised by other causes can reduce the funds available to fight cancer.
- Because of financial constraints, there is concern about the possibility of the withdrawal, rationing, and/or privatization of selected health care services.
- Newer cancer fighting technologies are more expensive.

What Do Cancer Patients Need?

Cancer patients and their families have increasing expectations of the health care system. They need:

- timely, accurate, and understandable information, including information about unconventional therapies;
- an opportunity to participate fully in decision-making with respect to their care;
- access to the latest therapies;
- personalized, dignified, sensitive care at all phases of their illness;
- support for themselves, their families, and their friends;
- consideration of quality of life as well as survival in recommending treatment programs; and
- an opportunity to participate in the setting of priorities and policies with respect to cancer care and cancer research.

