

February 20, 2017

Dear Macy Easom Cancer Research Foundation Supporter,

Preparations have begun for the 2017 Princess Macy Gala and Golf Tournament, to be held on June 9-10, 2017 at Cary Martin Conference Center in Warner Robins, GA and Southern Hills Golf Club in Hawkinsville, Georgia. We have some exciting changes to our event that we'll reveal later in this correspondence.

First, we would like to thank you for your previous support of our efforts to raise awareness and funding for hepatoblastoma and other pediatric cancers. As you'll recall, the Foundation was started in memory of Macy Easom after she lost her battle with this dreaded disease in June 2005, at the tender age of five.

We would like to take a moment to update you on what's been going on this past year and let you know what's coming up. We'll begin with a quick recap of our beginning, as it keeps us grounded and focused in our efforts.

### **Macy's Story**

Macy and her identical twin sister, Megan, were born ten weeks early on May 27, 2000 to Dr. Jeff and Angel Easom. After the twins spent six weeks in the neonatal ICU, their family, including big brother Landon, were excited to bring the beautiful girls home. In the four years that followed, Macy and Megan grew to be energetic, healthy little girls. When the twins turned three, the family welcomed another daughter, Lindsey.

In August of 2004, the Easom family moved back to their home state of Georgia. Not long after getting settled into their new home, Macy was diagnosed with Stage IV hepatoblastoma (pediatric liver cancer) with lung metastasis. She underwent multiple rounds of aggressive chemotherapy to shrink the tumor on her liver and allow the doctors to perform a resection. Though the surgery was considered a success, within four weeks Macy's family were told the cancer had returned to her fragile, little body. Her cancer was spreading, and her family and doctors had exhausted all options.

Macy Easom passed away June 9, 2005, at the age of five. Macy had a sweetness that couldn't be described, and though they were heartbroken at Macy's passing, her family and friends are thankful for the time God gave them with her.

### **The Foundation**

In March 2012, to honor Macy, the Easom family founded The Macy Easom Cancer Research Foundation with the goal of finding a cure for hepatoblastoma and other pediatric cancers. Out of the top 10 causes of childhood cancer mortality, hepatoblastoma is the least researched. In 2012, only a few research laboratories existed, and none were located in the United States.

The Foundation is partnering with two world-renowned pediatric oncologists; Dr. Sanjeev Vaseduvan, M.D. and Dr. Charles Keller, M.D. and brought the study of hepatoblastoma to two research facilities in the United States.

Cancer treatment has seen remarkable progress in the last 50 years. However, despite these improvements, one in five *pediatric* cancer cases still claims a child's life. Even less reported, and perhaps more insidious, is the fact that childhood cancer treatments are, by in large, simply 'watered down' adult cancer treatments.

Research requires funding. It is sad to note that our government spends less than 4% of their cancer research funding on *pediatric cancer research*. That's where organizations like The Macy Easom Cancer Research Foundation step in. We seek to raise awareness and funding through grass-roots community events and corporate and individual donations. Thanks to an amazing group of tireless volunteers, the Foundation is able to send 98% of the monies we receive directly to research. As of 2016, we have funded in excess of \$250,000 in research projects. Some examples include a research project at Oregon Health and Science University under the direction of the Foundation's Scientific Advisor, Dr. Charles Keller. Because hepatoblastoma research was essentially non-existent when we began, we also funded a project to cultivate genetically specific mice for our projects through Xentech (Paris), with Dr. Stefano Cairo. Subsequent projects have been added through Children's Cancer Therapy Development Institute in Beaverton, Oregon to drug test hepatoblastoma tissue in hopes of finding a drug with positive results by funding a research position devoted to hepatoblastoma research. We have extended our project with Dr. Sanjeev Vasudevan at the Baylor College of Medicine to use new imaging techniques to investigate intra-operative, real-time visualization of tumor and blood vessels during surgery. Dr. Keller oversees all of our research efforts and ensures the results of our research are being made available to doctors and research scientists mining for vital information, as we all seek to find new treatments and to increase the chances of survival while we search for a cure. We're also working to establish a Patient Registry and Live Tissue Bank to increase our research capabilities and make our findings available to the families that need real-time help by partnering with the family of Addie Stiverson.

So, where do you fit in? The support of a wonderful business community has allowed our research to continue; we are so thankful for you, our business partners! We ask that you please consider a sponsorship for the 2017 Princess Macy Golf Tournament.

Enclosed is a sponsorship prospectus detailing the levels of sponsorship being offered with the accompanying amenities. Also included is a flyer with tournament details and an event registration form, along with additional information regarding the Princess Macy Golf Gala and Auction featuring entertainment by Chuck Leavell. In addition to sponsorship, we would love to have your participation in this 4-person scramble and/or our Friday night Gala and Auction.

Thanks so much for your consideration. Looking forward to seeing you there!

Sincerely,

The Macy Easom Cancer Research Foundation

