



July 30, 2008

To Whom It May Concern:

The Tony Griffin Foundation is the moving story of a young man who lost his father to asbestos related lung cancer... and decided to do something about it. Despite being in the heart of a successful career as a professional athlete in one of Ireland's most famous sports (hurling) and not having been on a bike since he was 12, Tony Griffin decided to embark on a 7,400km cycle across Canada and Ireland to raise money for cancer research.

Tony put his career on hold for a year and grew his idea into an amazing organization of volunteers, fundraisers, and cyclists. His message of "celebrating life" became a source of inspiration for the hundreds of people that rallied around him to help him bike 10 hours per day for 50+ days, attend 30 fundraisers, and raise an unbelievable \$650,000. Seven-time Tour de France winner, Lance Armstrong, was so impressed by Tony's spirit and dedication that he invited Tony to cycle with him at his home in Austin, Texas.

The Tony Griffin Foundation is proud to announce our plans for 2008: "Cycle for Life. Celebrate Life. Halifax to Texas in Aid of Cancer." In October, 60 riders from across Canada will depart Halifax, NS on a 4,300km relay cycle to Austin, Texas. Lance Armstrong has agreed to greet the team upon arrival and has invited all participants to take part in the annual LiveStrong Challenge, a remarkable event consisting of 3,000 riders cycling for cancer. In addition, the TGF will be hosting the CEO of the Lance Armstrong Foundation to a gala-style dinner and concert on August 20th.

The Tony Griffin Foundation does not have any overhead. We have no paid staff, only volunteers, and all funds raised are given directly to Ovarian Cancer Canada, Craig's Cause Pancreatic Cancer Society, and The Lance Armstrong Foundation. Our efforts are only possible through the generosity of individuals and businesses that are in a position to donate time, money, and/or services. We hope that you will take the time to consider helping us in any way possible and we look forward to your response.

Sincerely,

Todd McDonald
Board Member – The Tony Griffin Foundation
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(902) 233-8576



CYCLE FOR LIFE. CELEBRATE LIFE. SPONSORSHIP BENEFITS 2008

Sun Life Insurance has agreed to be the \$10,000 Title Sponsor for 2008. We are still looking for the following:

2 Silver Level Sponsors \$5,000

- Significant placement of corporate logo on TGF vehicles – 11 vehicles on the road for 14 days to Texas
- Significant placement of corporate logo on all rider jerseys worn for the entire 14 day ride as well as at the LiveStrong Challenge in Austin Texas, an event attended by 3,000+ cyclists
- Recognition at all TGF events as Silver Sponsor
- Five tickets to the TGF Gala Dinner, featuring the CEO of the Lance Armstrong Foundation and introduction as Silver Level Sponsor
- Silver Level logo placement on TGF website with a link to your website
- Silver Level logo placement on signage at all TGF events
- One engraved hurling stick, signed by Tony Griffin
- One framed 8X10 photo autographed by both Lance Armstrong and Tony Griffin
- Silver Level logo placement in a thank you advertisement in the Chronicle Herald

10 Bronze Level Sponsors \$2,500

- Bronze Level placement of corporate logo on TGF website with a link to your website
- Bronze Level placement of corporate logo on TGF vehicles – 5 vehicles on the road for 14 days to Texas
- Two tickets to the TGF Gala Dinner, featuring the CEO of the Lance Armstrong Foundation
- Bronze Level logo placement on signage at all TGF events
- Bronze Level logo placement in a thank you advertisement in the Chronicle Herald

Media Exposure

- The TGF received significant media across North America last year. To view this extensive coverage please click here: <http://www.tonygriffinfoundation.com/2007.php.html>.
- The TGF expects significant coverage from CTV, CBC, ATV, and numerous other television, radio, and print media in 2008.
- A full time (volunteer) media executive is accompanying us on the trip and volunteering her time to get the attention of media as we enter each town.



TGF PROJECT CONTACTS

Responses to this letter can be sent to any of the following:

- Ashley Ward – Director of Ride Operations
(902) 229-0264
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- Todd McDonald – Board Member
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TGF 2007 – A LOOK BACK

\$650,000 raised
300+ volunteers

25+ events in 3 countries
7,200 KMs biked

SPORTSTAR OF THE YEAR AWARD Griffin is the People's sportstar

