

August 5, 2013

Music Student Service League (MSSL)
Orange County, California

alzheimer's  association

Dear Friends,

You are making a difference in the fight against Alzheimer's. Thank you for your gift in the amount of \$398.88.

It may seem bold to make another request in the context of a 'thank you' letter, but we need your help with another important initiative as we work to increase awareness throughout the community.

During the week of September 23rd, we are conducting a **GO Purple OC** campaign. The color purple will play out big and bold on the county's well-known landmarks, city halls, retail shopping centers...even area golf courses. We are working to bring much-needed visibility to the cause and rally the community to join us in our efforts to provide help for those affected today and hope for a brighter tomorrow.

Can you help turn your corner of the world purple? There are many ways to participate in the **GO Purple OC** initiative:

- Turn your building purple during the week of September 23rd
- Make your personal or corporate social media channels purple during that week
- Get your friends, family and co-workers to wear purple. Send us a photo.
- Form a fundraising team for one of the three Walk to End Alzheimer's® events

To see other ideas or our participating **GO Purple OC** partners, visit our website at www.alz.org/oc.

We are grateful for your help in bringing much-needed attention to Alzheimer's, a disease that affects the lives of more than 83,000 people in Orange County and their families....and millions more across the country.

You are helping us to create a world without Alzheimer's - thank you!


Lynn Mallowney
Vice President Development

*So grateful
AND impressed
by your great work!*

Your generous gift is tax deductible as allowed by law. Our Tax ID is 95-3702013.

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