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CA Non-Profit #42-1620270

**A Unique and Extraordinary Benefit in Support of Cancer Research
Featuring Spectacular Performances by Incredible Horses
May 8, 2010 • Los Angeles Equestrian Center • Burbank, California**

January 2010

Dear Cancer Cure Supporter,

Ariel Davis, Marcey Verity, Rosie Heffley and Davida Oberman are just a few of our many survivors. Diagnosed with cancer several years ago, they have all had long fights with this disease, and *Fiesta of the Spanish Horse* has been a big part in helping them win their battles. They are all proud to be known as Survivors, and *Fiesta* is proud to have raised critical research dollars to help leading scientists and physicians find potential treatments and cures to assist these patients and countless others.

Now in its 12th year, *Fiesta* has become a celebrated annual tradition that attracts more than 6,000 people and 400 horses during the weekend. In the last decade, the charity has raised tens of thousands of dollars for cancer research to aid the many programs of the USC/Norris Comprehensive Cancer Center, Children's Hospital Los Angeles and other cancer research organizations. Proceeds from portions of this event have helped find new treatments for leukemia, breast cancer, lymphoma and so many other forms of this heartbreaking disease.

Fiesta of the Spanish Horse not only raises much needed funds for an exceptional cause, it plays an important role in integrating communities by honoring cancer heroes alongside a horse and people steeped in rich tradition. Saturday evening's main event, an electrifying Broadway-Style Spectacular on horseback, showcases extraordinary equine performances, featuring dazzling displays of the inimitable magnificence, elegance and agility of Andalusian, Paso Fino, Peruvian Paso and many other breeds of high-stepping horses. This show is highlighted with Latin and Mariachi Music and Dance, and includes a variety of vendors, wonderful food, a raffle/silent auction, celebrities and much more!

On behalf of those afflicted with cancer, please join us as one of our many generous supporters. A donation will provide your company with valuable exposure and play an essential role in contributing to the success of the ongoing fight against cancer. **The satisfaction you will receive by participating in this important fundraiser through sponsorships (cash or in-kind gifts), advertisement, or donation to our auction/raffle is one of a kind. Your donation will help find a cure.**

We look forward to hearing from you at (818) 842-8444 and would be happy to answer any questions or set up a personal appointment. Thank you for your consideration and support.

Sincerely,

Joanne Asman

Executive Director