

Our Story

The Alliance for Lupus Research's (ALR's) mission is to find better treatments and ultimately prevent and cure systemic lupus erythematosus (SLE, or lupus), a debilitating autoimmune disease, through medical research. We promise to fund innovative medical research to improve the lives of people affected by lupus. The ALR is a national voluntary health organization founded in 1999. We are the world's largest private funder of lupus research.

Give 100% to research!*

Every dollar you raise through your participation in the ALR Walk with Us to Cure Lupus program goes toward preventing, treating and curing lupus. The ALR Board of Directors pays all ALR administrative and fundraising costs, so 100% of all donations received goes directly to support lupus research programs.



Every step counts!

In less than a decade, we have already achieved many important milestones. The steps you walk for ALR will guide us down the path to our ultimate goal: a cure. Since ALR opened its doors in 1999:

- Several drugs have entered clinical trials, four resulting from ALR-funded research—after decades with no treatments.
- The ALR has committed more money to lupus research than any non-governmental agency in the world.
- The ALR-funded International SLE Genetics (SLEGEN) Consortium research project has identified multiple genes linked to women with lupus. These findings set the stage for more studies that will eventually lead to earlier diagnosis and new treatments for this debilitating illness. Read more about the latest findings on our website at www.lupusresearch.org.

Join the fun!

What could be better than fresh air, family and friends, and fun with a focus? Put on your walking shoes, and help us change lives.

1. READY to get involved? Register online at walk.lupusresearch.org. Select your ALR Walk location and register to Walk. You can also register offline by sending an email to walks@lupusresearch.org, calling toll-free (866) WALK-ALR (925-5257), or filling out and mailing the attached registration card.

2. SET fundraising goals. Aim for a personal goal of at least \$100, and ask your family and friends for support. Remember that 100% of all contributions goes directly to support lupus research programs.

3. GO to the start line and turn in your envelope. We walk, rain or shine. Show your team spirit with a custom T-shirt that honors a loved one, flaunts a funky style or your company team.

VIPS WANTED! We're looking for people who can help with walk planning and sponsorships, as well as assist on ALR Walk Day. You can also participate online as a virtual walker. Return the attached reply card or call (866) WALK-ALR (925-5257) today.

Fun, friendship and focus

The ALR Walk with Us to Cure Lupus program started in 2002 with the first ALR Walk in Washington, D.C. Today, tens of thousands of volunteers have joined our quest for a cure, expanding the program across the entire country. By putting our hearts where our feet are, we've raised millions of dollars for lupus research.

The ALR is already changing the lives of people touched by lupus. With your help, a cure is not just a possibility—it's a matter of time.

Tips for reaching your \$100 goal

Share this easy plan for raising \$100 with each of your team members. In each case, ask for the minimum amount or more. But don't let the \$100 goal stop you.

	AMOUNT RECEIVED
Sponsor yourself for \$10 or more	\$10
Ask 3 family members to sponsor you for \$10	\$30
Ask 4 friends for \$5 each	\$20
Ask 2 coworkers for \$10 each	\$20
Ask 2 neighbors to contribute \$5 each	\$10
Ask 1 business you frequent for \$10	\$10
TOTAL RAISED	\$100

Prizes

The ALR offers an enticing array of prize levels to reward top fundraisers.

MONEY RAISED	PRIZE
\$100	ALR Walk T-shirt given on ALR Walk Day
\$250	ALR Walk Fleece Blanket
\$500	ALR Walk Travel Bag
\$1,000	ALR Walk Fleece Jacket
\$2,500	iPod Shuffle
\$5,000	ALR Walker receives each prize item

All walkers raising \$100+ receive a T-shirt. All other prizes are not cumulative.

* The ALR Board of Directors pays all ALR administrative and fundraising costs, so 100-percent of all donations received goes directly to support lupus research programs.

A cure is just a matter of time—and support.

I'm interested in:

- Learning more about the ALR and the ALR Walk program
- Assisting with ALR Walk planning/sponsorship
- Volunteering on ALR Walk Day
- Participating in/Starting an ALR Mini-Walk

Yes! I'm ready to have fun, change lives and help cure lupus. Register me now for the ALR Walk as a:

- Team Captain (*list team name below*)
- Member of an Existing Team (*list team name below*)
- Individual ALR Walker
- Virtual ALR Walker

NAME _____

ADDRESS _____

CITY _____

STATE _____ ZIP _____

PHONE (CIRCLE: HOME/WORK) _____

EMAIL _____

ALR WALK LOCATION

TEAM NAME _____

TEAM CAPTAIN _____

WHAT IS YOUR LUPUS CONNECTION? _____

Cut out this form and mail to:

Alliance for Lupus Research
28 West 44th Street, Suite 501
New York, NY 10036

Or fax this form to: 212 218-2848

Or register on our website:

www.walk.lupusresearch.org

Or email: walks@lupusresearch.org



CUT HERE

Facts about Lupus

- Systemic lupus erythematosus (SLE, or lupus) is a chronic autoimmune disease in which a person's immune system mistakenly attacks healthy tissue.
- Lupus can cause life-threatening damage to major organs, such as the kidneys, lungs, heart, and central nervous system.
- Lupus hits hardest one of our nation's most medically underserved populations.
- While the disease also affects men and children, 90% of all those diagnosed are women in their childbearing years.
- Women of African-American descent are two-thirds more likely to be diagnosed with lupus. Also particularly vulnerable are women of Hispanic, Asian, and Pacific Islander descent.
- Lupus is the leading cause of death among women with autoimmune diseases.
- Lupus costs the nation more than \$100 billion a year in direct and indirect medical costs.
- The number of Americans affected by lupus is estimated at 1.4 million.
- Lupus has no cure.



OUR MISSION

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We promise to fund innovative medical research to improve the lives of people affected by lupus.

Alliance for Lupus Research
WalkwithUs
 TO CURE LUPUS
 Alliance for Lupus Research
 28 West 44 Street, Suite 501
 New York, NY 10036

REGIONAL SPONSORS



Deutsche Bank



DAILY NEWS



Alliance for
 Lupus Research

Walk with Us to cure lupus



Saturday, November 17, 2007

Walker check-in: 9:00 am. Walk begins: 10 am, rain or shine

Jewish Community Center, Houston, TX

NATIONAL SPONSOR

