

OUR MISSION

The Amy FoundationSM was established to enable women without health insurance to obtain free screening mammograms, and to work with individuals in the medical field to detect breast cancer in its earliest stages. Statistics show that the earlier a tumor is diagnosed, the better the survival rate.

Over the past four years The Amy FoundationSM has sponsored more than 1,000 screening mammograms, at Saint Peter's University Hospital in New Brunswick, for women in need. These women are now more aware of the importance of the early detection of breast cancer and know they have a place to go for this procedure once a year. The Amy FoundationSM is extending its outreach to doctors, shelters and churches to encourage them to direct uninsured women to this potentially life-saving screening program. Our collective efforts are making a real difference in the lives of hundreds of women and we want to reach others who need our help.

Your support is urgently needed to maintain our commitment to **Saint Peter's University Hospital**. The issues faced by uninsured and under-insured women continue to be physically and financially threatening. **The Amy FoundationSM** needs your help to make the early detection of breast cancer accessible to all women.



Amy Feiman Behar

The Amy FoundationSM

The Amy Feiman Behar Foundation for Cancer Prevention, Inc. was established in 2007 and has been approved by the Internal Revenue Service as a public charity exempt from federal income tax under section 501(c)3 of the internal revenue code. Contributions to The Amy FoundationSM are tax-deductible. The Amy FoundationSM has no paid staff; it is run by volunteers who believe in its mission.

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The Amy Foundation
525 Milltown Road
Suite 402

North Brunswick, NJ 08902

Email: info@theamyfoundation.org
Website: www.theamyfoundation.org



4th Annual Bike Ride for Amy

Ride With Us!



Sunday, June 5, 2011



www.theamyfoundation.org
Amy Feiman Behar Foundation
for Cancer Prevention, Inc.

4th Annual Bike Ride for Amy

Ride to Save Lives!

New Routes! New Starting Point!

The 4th Annual Bike Ride for Amy will offer three bike routes:

25-mile route- a very flat, easy ride for all levels, running through Plainsboro and South Brunswick

35-mile route - a challenging ride that includes the hills on Herrontown and Coppermine Roads.

50-mile route - a very challenging ride with 2,700 feet of climbing, including the hills listed above and Sourland Mountain.

Participants will enjoy the beauty of the landscape in Middlesex and Somerset Counties, while helping to raise funds to support the cost of screening mammograms for uninsured women.

Start Here!

South Brunswick High School

750 Ridge Road, Monmouth Junction, NJ

Get ready to ride!

The 25, 35 and 50 mile Bike Ride for Amy begins at 8:00 am (check in at 7:00 am)

All riders will be provided with a water bottle, and a **Bike Ride for Amy** t-shirt. Volunteers (Support and Gear Crew) will follow the riders; beverages and snacks will be provided at the start of the ride as well as at rest stops along the bike routes.



Fees & Fundraising

New Low Registration Fee - \$15

The early registration fee is \$15 per person if you register by March 31. You can register by using the form provided in this brochure, or online @

www.theamyfoundation.org.

After March 31, the registration fee increases to \$25. All registration fees must be mailed by May 31, 2011, or submitted at the Ride check-in on Sunday, June 5.

Our Fundraising Goal - Your Challenge!

This year we are asking each rider to raise a minimum of \$140, the cost of one mammogram.

Ask your friends and family members to support you and help you reach this goal. Let them know why this event is so important, and encourage them to sign-up and join the ride too!

SPECIAL BONUS! All participants who raise at least \$420 (the cost of three mammograms) will receive a **Bike Ride for Amy** cycling jersey!

Online Fundraising Tools

The Amy FoundationSM has teamed up with FirstGiving.com to make it easy for your family, friends and colleagues to support you on your ride. Visit www.firstgiving.com/amyfoundation to sign up and start your own fundraising page.

Volunteers Wanted

It takes a dedicated group of volunteers to support our riders and make the **Bike Ride for Amy** a success. Join our team - check the **Volunteer** box on the Registration Form or sign up online.



Find Out What We're Up To:

Follow us 24/7 on Facebook or Twitter!

Find us on the web at www.theamyfoundation.org.

REGISTER TODAY!

You must be 18 years or older to participate in this ride.

Name

Company

Address

City, State

Zip

Email address

Phone

Emergency Contact:

Name

Phone

Bike Ride Options:

() 25 mile Route () 35 mile Route

() 50 mile Route

() Volunteer

Registration Fee and Donations

(\$15 by March 31; \$25 after March 31)

() My check in the amount of \$ _____ for _____ Bike Ride participant(s) is enclosed.

() I have also enclosed additional donations in the amount of \$ _____.

() I am unable to participate in the Bike Ride for Amy but enclose a contribution in the amount of \$ _____ to support The Amy FoundationSM.

Mail this form with fees and donations to:

The Amy Foundation 525 Milltown Road, Suite 402
North Brunswick, NJ 08902
or register online at www.theamyfoundation.org