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November 28, 2011

Mr. Rabbi Michoel Sorotzkin
Founder & Chairman
Hala-The Rachel Nash Jerusalem Comprehensive Breast Clinic
Bet Ofer, 5 Nahum Heftzadi St.
Givat Shaul, Jerusalem

Dear Mr. Sorotzkin –

First, let me thank you for your interest in joining Susan G. Komen in our joint fight to end breast cancer. As the global leader of the breast cancer movement, Susan G. Komen for the Cure® has invested more than \$1.9 billion since our inception in 1982 to breast cancer research, education, advocacy, health services and social support programs in the U.S., and through partnerships in more than 50 countries. We are the world's largest grassroots network of breast cancer survivors and activists working together to save lives, empower people, ensure quality care for all and energize science to find the cures. Thanks to our supports, partners and sponsors, we have become the largest source of nonprofit funds dedicated to the fight against breast cancer in the world.

It was my great pleasure to be a part of the first ever Israel Race for the Cure on October 28, 2010 held within the city walls of Jerusalem. Over 5,000 Christian, Muslim and Jewish people walked and ran to show solidarity in what was described as a historic event. The main goal of the Race was to raise awareness of breast cancer and establish the organization as a permanent fixture in Israel. Prior to the Race the Old City walls of Jerusalem were illuminated pink by Komen founder Nancy G. Brinker, Jerusalem Mayor Nir Barkat and the Prime Minister's wife Sara Netanyahu, and a major high level delegation from the United States. I am happy to report that the next Race will take place May 3, 2012 again in Jerusalem.

Second, we would be honored to have the Hala Clinic, the leading breast cancer diagnostic center in Israel, be a part of our efforts in 2012 and beyond. Without the screenings Hala provides, the more than 125,000 women since 1997 would not have been treated. Thank you for all you have done and continue to do in our unified goal...to end breast cancer. The Israel Race for the Cure provides the opportunity for women and men in Israel to stand together in support stopping this disease.

Breast cancer knows no boundaries – be they age, gender, socio-economic status or geographic location.



We ask that Hala join us for the Israel Race for the Cure on May 3, 2012, by the following:

- Educating women of the event
- Promoting the Race via newsletter and/or emails to patients of Hala Clinic
- Request for employee support and participation at the event
- Potentially working with Komen to offer receipt support
- Advertising within Hala Clinic

We look forward to an event that is beneficial to all women in Israel and helps bridge the education gap for all. Additionally, we will be in contact with you shortly on our granting opportunities for 2012. Please let me know if you have any questions. I look forward to speaking with you soon.

Warmest Regards,

A handwritten signature in black ink that reads "Margo K. Lucero".

Margo K. Lucero
Vice President, Business Development and Partnerships