

Warren Goldie (Contractor)

From: warren [wgoldie@k12.com]
Sent: Friday, August 26, 2011 4:22 PM
To: Warren Goldie (Contractor)
Subject: [TEST SELF WARREN] Join K12 for Operation Lemonade 2011, and help fight childhood cancer http://mktgcreative/thunderdome/view_panel.php?cid=2084

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Operation Lemonade 2011: June 10–12!

Please join us for Operation Lemonade 2011 as we band together to answer Alex's call. Let's help Alex's parents and Alex's Lemonade Stand Foundation (ALSF) make a huge wave in their noble fight against childhood cancer, and help make the big dreams of one courageous little girl come true—one cup at a time.

[Get complete](#) event details and registration information, and read more about Alex and her life.



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one girl's vision,
everyone's mission.



Fourth Annual K¹² Operation Lemonade, June 10–12, to support one young girl's hope

K¹² has raised \$167,000 so far. Help us do even more for the cure!

"The best and most beautiful things in the world cannot be seen, nor touched ... but are felt in the heart." —Helen Keller

At K¹² we believe that the best and most beautiful things can also be seen in the face of a child who is realizing his or her own inner potential. And it's our mission to make that happen. The smallest or the youngest can inspire us in surprising ways. Take Alex, for example.

In 2007, we met Liz and Jay Scott, the parents of this remarkable young girl. They told us the story of the diagnosis of cancer Alex received shortly before her first birthday, and of the inspiring events that followed.

The doctors told Jay and Liz that even if Alex beat it, she would probably never walk again.

Alex endured many chemotherapies and surgeries, and by her second birthday, appeared to be beating the odds. In time, she managed to stand up and walk with the help of leg braces.

A different kind of lemonade stand is born

But the next year the tumors were growing again, and the family was shattered. When Alex was four she had a stem cell transplant, and told her mom, "When I get out of the hospital, I want to have a lemonade stand"—to raise money for cancer research.

Alex's first lemonade stand raised \$2,000. But Alex told her mom and dad her goal was to raise \$1 million.

News spread about this remarkable child. People from all over the world, moved by her story, held their own lemonade stands and donated the proceeds to Alex and her cause.



Hope for a cure, one cup at a time

When Alex passed away in 2004 at the age of eight, she had reached her goal of raising \$1 million.

Now in its eleventh year, Alex’s Lemonade Stand Foundation has raised more than \$30 million for cancer research.

The people here at K¹² were so touched by Alex’s story that we kicked off our own Operation Lemonade. Hundreds of K¹² families from across the nation and around the world hold their own lemonade stands each June to carry on Alex's work.

K¹²'s Operation Lemonade has raised more than \$167,000 for Alex's Lemonade Stand Foundation. K¹² is proud to be in the Top 100 of thousands of fund-raisers for this important cause.

Won't you please join us again this year as we band together to support Alex's vision to stop childhood cancer? [Get complete details and register for our fourth annual Operation Lemonade 2011.](#)



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