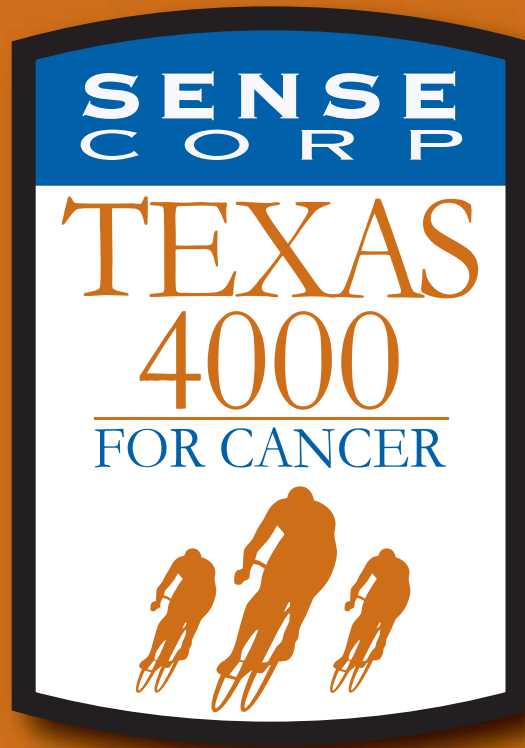


# Take the Reins and Help Us Ride



[www.texas4000.org](http://www.texas4000.org)

## ...So That Others Might Live.

In 2003, a cancer survivor came up with a plan to bring hope and knowledge to people whose lives have been touched by cancer. He and a group of fellow students from The



University of Texas dedicated themselves to raising funds for cancer research—and raising awareness of prevention and treatments—by biking more than 4,000 miles from Austin, Texas to Anchorage, Alaska.

The 70-day bike ride served as a metaphor for the battle against cancer, marked by good days and bad, just like those endured by every patient on his or her grueling and unpredictable road to a cure.

Along the way, the group also served communities across the country by volunteering at cancer centers and sharing their experiences to build awareness and support.

The ride was an enormous success. In its first year, Texas 4000 for Cancer generated thousands of dollars for research—and hundreds of dedicated supporters.

Since then, the annual event has become more successful every year—through the support of generous sponsors, like you.

*“Though we are of many different beliefs, nationalities and personalities, we are united by a common cause.”  
—Patrick Caldwell, participant in the 2006 Sense Corp Texas 4000 bike ride to end cancer*



On January 17, 2007 the American Cancer Society reported a drop in cancer deaths in the U.S. for the second year in a row. This drop was significantly larger than the number of fewer deaths the previous year—which marked the first decline in cancer deaths in the more than 70 years since nation-wide data began to be compiled. Clearly progress is being made. However with your help, we can do more.

### Support the Texas 4000 Ride for a Cure

Texas 4000 For Cancer is a 501(c)(3) tax-exempt not-for-profit organization dedicated to funding cutting-edge research to cure cancer. With the generous support of caring individuals and corporations like yours, we, along with our beneficiaries, the American Cancer Society and MD Anderson, hope to help make a difference in the lives of millions for generations to come.

All donations are tax-deductible.

There is still a lot of ground to cover in the long road toward the defeat of cancer, but with your support, we'll get there.

### Make the ATLAS Connection

The Sense Corp Texas 4000 For Cancer kicks off at the beginning of June with a 70-mile biking trek through the back roads of the Texas Hill Country called

the ATLAS Ride (Austin To Lampasas American Cancer Society Support Ride) that is open to the public. Every year hundreds of community participants saddle up and lend their support to send-off the Texas 4000 team. For a small donation, you can ride along in person, or in spirit.

### Celebrate Victory at the Texas 4000 Tribute

Join more than 400 guests as we honor the extraordinary accomplishments of the Texas 4000 riders during our annual Tribute event held at the end of August. In addition to delicious food, drinks and dancing, brief journal readings will capture highlights of 70 grueling days on the road. The inspiring event will culminate in a check presentation made possible with your support.

For more information, or to make a contribution, visit [www.texas4000.org](http://www.texas4000.org) or contact us at:

#### Development Director

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THE UNIVERSITY OF TEXAS  
MD ANDERSON  
CANCER CENTER  
Making Cancer History®



### Contribution Levels

#### NAVIGATOR (\$500 - \$999)

Display your company name—and pride—on the list of sponsors in the Texas 4000 Tribute welcome home celebration program.



#### EXPLORER (\$1,000 - \$2,499)

Show your support with a one-fourth page ad in the Tribute program; a 30 percent discount on a table purchase; and two free entries to the ATLAS Ride.



#### PATHFINDER (\$2,500 - \$4,999)

Take the reins and demonstrate your support with a one-fourth page ad in the program; a free table; two free entries to the ATLAS Ride; and your company name listed on the sponsors page of the Texas 4000 website.



#### PIONEER (\$5,000 - \$9,999)

Make a statement with a half-page ad in the program; a free table; four free entries to the ATLAS Ride; and your company logo on the website.



#### TRAILBLAZER (\$10,000 or more)

Lead the way with a full-page ad in the program; a free table at the Tribute; six free entries to the ATLAS Ride; your company logo on the website and the official Texas 4000 t-shirt.



**FOUNDER (\$10,000 a year for 5 years)** Show your commitment to a cure with your company name on jerseys, shirts, signage, advertising and publications; a full-page ad in the Texas 4000 Tribute program; one free table at the event; ten free ATLAS Ride entries; special gifts; VIP privileges at all Texas 4000 events—as well as networking contacts.