



"Laughing for Cancer" is an annual benefit for THE ALBERTA CANCER FOUNDATION. Since 2002 "Laughing for Cancer" has raised over \$800,000 for Edmonton's Cross Cancer Institute through both a live and silent auction and comedy show. In 2009, the benefit will be held on Sunday, February 15th at The Laugh Shop in Londonderry Mall and is a presentation of CTV, 630 CHED, The Laugh Shop and Budget Rent-a-Car. Complete details and auction listings are available on our website: www.laughingforcancer.com.

"Laughing for Cancer" relies entirely on donations for the auction portion of the program. Sponsorships received throughout the year are used to secure and frame such items as rare sports memorabilia or to cover the cost of a premier item such as last year's 2007 **40th Anniversary Limited Production GT500 Shelby Cobra Convertible**. We also accept donations for our live or silent auctions with the only condition being that all items must be donated free and clear of cost to the benefit. Sponsors receive website and press recognition in addition to an honorable mention at the event.

Following the auction, professional comedians from across the country perform free for the crowd. At the end of the evening a cheque is presented to The Alberta Cancer Foundation for 100% of the money raised that evening. Everyone involved donates their time without exception and The Laugh Shop provides the event room and staff free of charge.

The Benefit website: www.laughingforcancer.com is constantly being updated with new donations and in the weeks prior to the event we average 2000 visitors a day. Seven days prior to the event an "Unofficial Bid Book" is released to local media who have, in the past, provided the benefit and its supporters with great exposure.

I hope you will take this opportunity to get involved in a great cause.

Sincerely,

Andrew Grose
Benefit Chairman

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