



Dear Friends and Neighbors,

My name is Traci Strale. My son, Casey Strale, was diagnosed with adrenocortical carcinoma (ACC) in 2009 at the age of 12. ACC is an aggressive tumor with a bleak prognosis. Being a dedicated student and an avid Ice and Roller Hockey player, it was unbelievable that such a healthy young boy could ever develop such an aggressive form of cancer. The Children's Hospital of Orange County (CHOC) became an integral part of our lives as our son struggled to survive. Doctors found a grapefruit-sized tumor in Casey's abdomen and the diagnosis was Adrenal Cortical Carcinoma, (ACC) an extremely rare cancer that has no history of striking children of Casey's age. After his condition quickly became critical, he was given a 15% chance of survival and he was placed on a life support machine. The skillful CHOC surgeons performed open heart surgery and another procedure to remove the tumor from his abdomen. Chemotherapy treatments commenced to eradicate any remaining cancer in Casey's body. Despite his determination and positive outlook, Casey lost his battle on June 24, 2013 at the age of 16, but his story is one of survival, modern medicine and faith.

When we were first introduced to the Translational Genomics Research Institute (TGen) by sixteen-year ACC survivor and TGen Foundation board member, Troy Richards, there were no promising options for treatment - even experimental ones. With help from Mike Bassoff, TGen's Foundation President, we established a foundation in Casey's honor and memory that would raise funds for much needed pediatric ACC research and treatment.

Over Casey's four-year battle, all we could do was try clinical trials at CHOC that were approved for other cancers in the hopes that something would work. The only other option was to surgically remove recurring masses, the majority of which were performed at CHOC. After multiple surgeries the cancer traveled to his spine and lungs, ultimately taking his life. Although it's too late for Casey, our hopes, dreams and prayers are to find a better and less invasive treatment for this monster of a disease.

ACC affects one-two per million annually, making it difficult to collect enough tumor samples to analyze for prospective therapies. TGen is a world leader in translational genomic and proteomic cancer research - the study of genetic and protein drivers of disease. Without TGen's specialized team of scientists and clinical partners discovering new treatments through translational science and clinical trials, there would be no hope for kids and adults taken victims like Casey.

The Give Blood Play Hockey Inline Tournament and The Casey Strale Foundation have teamed up and I would like to invite you to be an in-kind donor and/or sponsor for our **11th annual tournament and fundraising event** in Irvine, California. The Anaheim Ducks will be promoting the event in radio and television interviews. Players will be there (pending playing schedule), as will Wild Wing, the Power Players and the Street Team. There will be lots of fun things going on, but most importantly we will surpass the 3,000-pint mark in our blood drive. By contributing funds, an in-kind donation of gift certificates or merchandise it would be greatly appreciated and used as part of our raffle/silent auction. Being an in-kind donor is a wonderful opportunity to reach the public while contributing to the fight against pediatric cancer.

The **11th annual Give Blood Play Hockey Inline Hockey Tournament** is right around the corner, **October 19-22, 2017 at The Rink's Irvine**. Hundreds of supporters will be giving blood and raising money in 2017 for the Translational Genomics Research Institute (TGen) and the CHOC Foundation for Children.

If you would like to be more involved with our event, we also invite your participation in one the following sponsorship opportunities: Title Sponsor \$25,000; Diamond Sponsor \$10,000; Platinum Sponsor \$2,500; Gold Sponsor \$1,000; Silver Sponsor \$500; and Bronze Sponsor \$250. As a Sponsor you will receive the following benefits (additional benefits for Silver Sponsors and above):

- Your Company fliers, business cards, coupons or give a ways displayed at our event
- Announcements for your Company during our event and at our on-going event meetings
- Your Company Name and Logo displayed on our website and tournament banners

Thank you for your time and consideration. If you have any questions, please give me a call at 949-910-9886 or email me at caseyscup@gmail.com.

With Much Hope,

Traci Strale

Mother & Volunteer, Fighting for Research, Treatment and Quality of Life

Please complete the information section on the back of this form, call me for a pick up or mail a copy, along with your in-kind donations to the address provided.

**Traci Strale
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Irvine, CA 92606
TGen & GBPH Raffle Committee
949-910-9886**

<http://www.tgen.org/tgen-foundation/special-funds/casey-strale-acc-research-fund.aspx>

www.givebloodplayhockey.org

Please complete:

Contact: _____

Company/Team: _____

Address: _____

City: _____ **State:** _____ **Zip:** _____

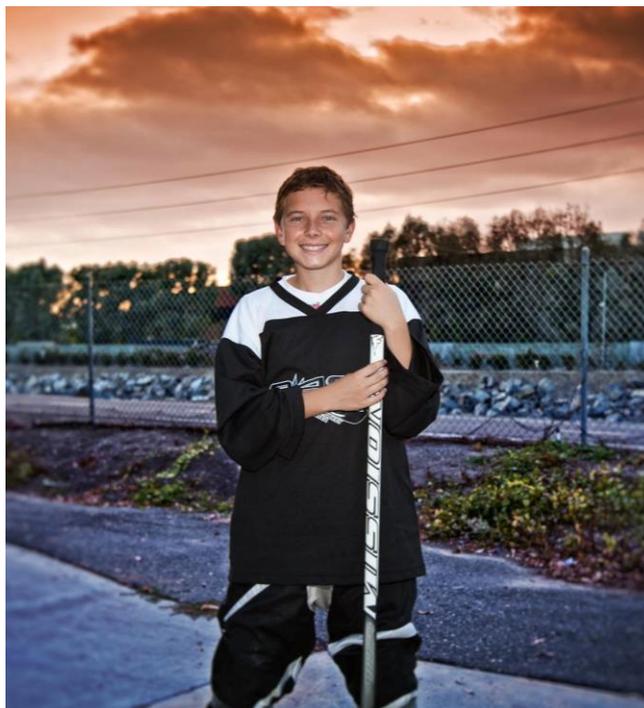
Email: _____

Phone: _____

Item Description: _____

Retail Value: _____

Casey Strale, 1996-2013



Your association with this charitable event and tournament will enhance your image as a caring member of our community.
501(c)(3) TGEN Foundation, Tax ID# 33-1092191 / 501(c)(3) CHOC Foundation for Children, Tax ID# 95-6097416

Our goal is to collect all donations no later than October 1, 2017