

# RUN FOR DENNIS 5k

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Dear Friends,

I am writing this letter in request for your business to sponsor our 5K run/walk **Run For Dennis**, in honor and memory of my father, Dennis Pacheco, who passed away on March 17th, 2011, at age 51, from metastatic bladder cancer. **The race will be held at 10am, in Oswego, NY on March 14th, 2015, which will be our FOURTH year holding this event!!** Last year, our third year, we had over 500 participants, and as many spectators! We surpassed our expectations, and look forward to doing so again this year!

Before learning he had cancer, my father was always quick to lend others a helping hand. Our mission is to honor his giving ways by helping to continue the fight against bladder cancer- a disease commonly known as the “old man cancer”, that too often gets over-looked for research grants and funding. **Bladder cancer is now the SIXTH most common type of cancer in men and women combined, in the United States, with over 74,000 new cases diagnosed in 2014 alone. Men and women alike are affected, and many are not aware of the warning signs, thus delaying detection and treatment.** Throughout his three year fight, my father was very proactive in researching bladder cancer trials and treatments. He was adamant that more could be done to help eradicate this disease. We’re continuing his fight- please join us to ensure that bladder cancer can be eradicated, and that other families get to enjoy their loved ones for years to come. All net proceeds will be donated to Bladder Cancer Advocacy Network (BCAN), Strong Memorial Hospital Oncology in Rochester, as well as the Charles and Mary Haney Fund at the Oncology center of Oswego Hospital. **We have been able to raise a total of \$36,000 over the past 3 years, which was donated to these deserving organizations!!**

We hope to continue this race for many years, and continue my father’s memory and spirit, as well as give to a cause that touches many lives. We would be very grateful if you chose to help us in our mission. There is hope, with your support! Thank you for your time and consideration.

Sincerely,

Jessica Newson (Pacheco)  
Run For Dennis Director

**Run for Dennis** is a **501c3 nonprofit** dedicated to honoring and celebrating the life and spirit of Dennis Pacheco by raising funds to donate to community organizations and other worthy charities that provide care for bladder cancer patients, promote awareness and conduct research in effort to advance treatment and eradicate this disease.