

Jesseca and Jaclyn's Family Fun Day for Celiac Awareness

November 4, 2011

Dear Vendor:

We are writing to ask for your support and participation in Jesseca and Jaclyn's Family Fun Day at Camp Kiwi to raise money for the Celiac Disease Center at Columbia University. A few years ago, both of our daughters, Jesseca Cochran and Jaclyn Crea, were diagnosed with celiac disease. They are both thriving on a gluten free diet, and our goal is to raise money for research to increase the awareness about celiac disease.

As you may know, celiac disease is an autoimmune disorder that destroys the small intestine. Approximately 1% of the population has celiac disease and 97% remain undiagnosed. If left untreated, this disease can result in numerous complications including other autoimmune disorders, osteoporosis, thyroid disease, neurological complications and even cancer.

We are inviting you to participate in our Family Fun Day at Camp Kiwi in Carmel, New York. Vendors are a key part of the celiac disease community as individuals are always looking for alternatives to their diet. This is a wonderful opportunity to have your gluten free item seen and sampled, and you also can sell your item at the event. We hope we can add your name to the list of those attending.

We hope you will consider increasing your visibility as a vendor by becoming a sponsor of this event. All sponsorship opportunities are listed on the attached registration form. If you need electricity, please bring your own extension cords.

Thank you in advance for supporting this worthwhile cause to raise awareness for a disease which so few people know about. If you have any questions, please feel free to call either Alicia Cochran at 914-433-0983 or Melissa Crea at 914-980-6953. We look forward to hearing from you soon.

Sincerely yours,

Alicia Cochran

Melissa Crea

Enclosure