



March 2006

Dear Friend,

Recently I participated in the Lincolnwood Turkey Trot 5K. I like to participate in community events, and I really enjoy running. As the event drew closer, I realized that I wanted to do more than cross the finish line that day. I wanted to make a lasting difference in the lives of people with celiac disease.

My niece Lindsay was diagnosed with type 1 diabetes when she was eleven years old. That same year, she was diagnosed with celiac disease. To have one of these conditions is difficult, to manage both is a real challenge. Lindsay is now a happy and healthy teenager.

Lindsay's doctors say that she probably had celiac disease for three or four years before she was diagnosed. Most children in the UNivered States see either pediatricians before they learn they have celiac disease. ON average, adulst wait eleven years for a diagnosist. It's just not right!

I successfully completed the Turkey Trok 5K and I raised \$1,300 for the University of Chicago Celiac Disease Center. I was surprised and pleased to learn how easy it was to raise money— just about everyone I talked to wanted to help.

Here are some ideas that could work for you:

1. Send a letter or an email to your friends and family, telling them about your upcoming event and why you are raising money for celiac disease. Personal messages work best, os if you know someone with celiac disease, mention them
2. Set a fundraising goal, and let everyone know about it. You'll see, your freidns and family will think of ways to help you be successful!
3. Put together a team! Have your family and friends *Going the Distance*, and you can be healthy, be together and raise money for a worthy cause at the same time!

Each year I'll continue to participate in *Going the Distance for Celiac Disease*. I feel that it is especially important to support the University of Chicago Celiac Disease Center because they've helped thousands of people receive a diagnosis—in months, not years—and they're creating a brighter future for people with celiac disease through physician education, research and advocacy.

In short, they're doing all this at a time when most people haven't heard about celiac disease, and fundraising is a challenge. They need my help and yours too. Please do everything you can to support his worthy organization.

Sincerely,

Larry Elster