



To the Dragon's Basketball Association:

I hope all is well. My name is Tiffany Won, and I am asking for your unwavering support. Most of you know my father, Matty Won. He was the co-founder of your Dragon's Association. He was a role model to his children and loved his basketball girls as if they were his own.

In 2007 he was diagnosed with stage 4 colon cancer. The doctor said he only had 3 months to live, but my dad fought for 13 long emotional months. Had he gotten timely screenings to detect this terrible disease, it is likely he would still be with us today.

Colon cancer does not get the same attention as other commonly known cancers, but it should. It's the third most common cancer in the United States, with 140,000 people diagnosed each year. Most forms of colon cancer are slow moving, but the good news is as many as 95% of cases are curable-if detected early.

I am reaching out because I am involved in hosting a colon cancer run in San Francisco-a first for me! My goal is to see our colon cancer event come to fruition in honor of him and all those who have lost their loved ones to this horrible disease.

Matty loved the Dragon's Association like his own family. It would be so perfect to see and feel the "Dragon" presence all throughout the race. We can partner together and make this happen through various sponsorship options that I would love to share with you.



In addition, you can also join our team as a participant in the race. Look up **www.coloncancercoalition.org and search San Francisco, our team name is "Matty."**

This letter is supported by the co-founder of the Dragon's, Gordon Jong and my mother, Irene. She is excited to be a part of the event and hopes you will join our team!

I look forward to working with you!

Best,
Tiffany Won
415-971-5775

GET YOUR REAR IN GEAR PARTICIPANTS ARE LOYAL, MOTIVATED AND KEY-INFLUENCERS, SPREADING THE WORD-OF MOUTH EXPONENTIALLY.

 **70%**  **30%** Over half of event participants are women.

AGES 25-54 **67%** Influence both their children and aging parents...



...and make purchasing decisions for the households.



80% Affluent or middle-income.

70%  Touched by colon cancer (survivors, family, friends).

COLON CANCER FACTS

1 in 20 Americans will be diagnosed with colon cancer during their lifetime.

70% of Americans with insurance are not up-to-date on their colon cancer screening.


Only **40%** of patients nationwide are diagnosed with early stage disease

1 in 10 patients are diagnosed with colon cancer before the recommended screening age of 50.

90% 5-year survival rate when colon cancer is caught in early stages; only **10%** when diagnosed in late stages.

Survey findings of participants after attending a Get Your Rear in Gear event:

65% will be screened for colon cancer 

85% will encourage others to be screened for colon cancer 

49% will make dietary changes 

67% will talk to loved ones about family health history 

59% will take time to research facts about colon cancer 