

Dear Friends,

My name is Pam and, like you, I have a very special reason for being involved with the Great Strides Walk here in Atlanta. Actually, I have two reasons - my sons, Gavin (12) and Jake (9) both have cystic fibrosis.

When they were diagnosed 10 years ago (I was pregnant with Jake), I decided that I would put all of my efforts into raising money for the CF Foundation through Great Strides. I became a team leader, sent out a letter campaign and had a very successful year.

The thing that happened, that I was unaware of, was that some of our family members in Canada also formed a team in our name -- The Baker Boys' Battalion -- and walked at their own local walk. They, too, had a very successful year. That gave me an idea. What if I reach out to everyone I know across the U.S. and ask them to start their very own BBB teams? What would happen? How much work would it be? Not only that, I thought, what would happen if we had more than one BBB team leader right here in Atlanta? Surely, we would reach WAY more people and raise WAY more money than I could do by myself!

So that's what we did. Nine years ago, we really started to branch our BBB team and it's been really amazing to see the results! We have teams from Los Angeles to Vermont, from Toronto to Tampa and everywhere in between! By doing this, we have been able to continue to grow as a team -- in size and in dollars raised!

Last year, the Baker Boys' Battalion raised over \$180,000 in the U.S. and Canada -- something that I NEVER would have been able to do on my own. The best thing about branching out to me is that it gives those people in your life who really want to help a chance to make a significant difference in the CF world.

So here's my challenge to you: think about the people that you know across the country, find a walk in their area and invite them to join your team as a team leader in their own city. If everyone you know is right here in Atlanta -- invite one of them to become a team leader here and branch out locally. This year, focus on expanding your team by just ONE.

Don't know where to start? Feeling a little overwhelmed by that challenge? Don't be! You don't have to do this alone! The CF Foundation has so many people who can help you with this -- including me! Just give them a call or shoot them an email....someone will be able to help you every step of the way.

Just imagine if each of you branches out....imagine what will happen....imagine how much more money we'll raise together and more importantly, imagine how much closer we'll get to making a better life for the people we love with CF.

Go get 'em!

Pam