

Lollipop Fundraiser Summary

On September 8, the two of us personally delivered a \$1000 check to the American Cancer Society Office in Schaumburg, Illinois. That same day, two more ALW checks went out in the mail –

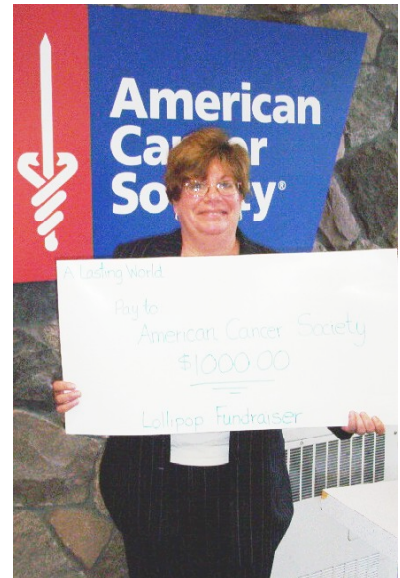


One in the amount of \$650 to the Batavia, Illinois office of the American Cancer Society and one in the amount of \$1373 to the Jefferson County (Knoxville), Tennessee office of the American Cancer Society

The checks were presented by ALW on behalf of the Backstreet Boys, in Kevin Richardson's name.

It was the culmination and completion of a very successful fundraiser entitled "Lick Cancer.....Lick a Boy!"

In just over 30 days, ALW received \$3,023 in donations from Backstreet Boys fans from all over the world towards the purchase of smiley face lollipops with customized labels that read "I licked _____ (Boy) in _____ (concert venue). A contest to see who would win the title of "Most Licked Backstreet Boy" ensued, and results were posted daily on fan message boards across the Internet. While the FUNdraiser was light-hearted and somewhat silly in nature, the results were definitely nothing to laugh at! Generous BSB fans reached deep into their pockets and gave from their hearts. ALW's contacts at the American Cancer Society were overwhelmed with emotion when they received our checks, and each contact assured us that the money we raised would truly make a difference in the fight against cancer!



A highlight of this fundraiser campaign was hosting a table at the charity softball game in Chicago, Illinois, where the Backstreet Boys soundly beat the KISS.FM radio jocks! Besides having lollipops at the table, ALW also provided informational brochures on cancer, healthy lifestyles, and the environment. We thank everyone who stopped by the table, and we thank our ALW Angels who helped work the table!

Thanks again to all who made this fundraiser such a success. And in the words of our honorary chairperson, "TOGETHER...we can make great things happen!" (Kevin Richardson)

Linda and Wen