



October 6, 2011

John Lettieri
Hero Certified Burgers
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Dear John

There are moments in each life that bring us joy and moments that cause us sorrow.

There are moments that are filled with wonder and moments that are rife with worry.

There are moments that make a difference and moments that we treasure.

Sometimes there comes a **MOMENT** when we **KNOW** that every **MOMENT MATTERS**. Each day 3 unsuspecting people are faced with that **MOMENT** ... the moment they are diagnosed with ALS.

ALS (Lou Gehrig's disease) has no known cause, no effective treatment and no cure. It is a devastating life ending condition with a prognosis of 2 to 5 years of life. ALS is cruel and indiscriminate. It takes the lives of young and old, male and female, people from every walk of life in every corner of our province. ALS attacks and kills the motor neurons in the body denying you the ability to move, to speak and finally to breathe.

ALS Ontario is striving to ensure that each client has what they need to live each moment with dignity. ALS Ontario staff and dedicated volunteers facilitate access to the best possible support, care and medical equipment for those with ALS.

In this moment, we are saying a big THANK YOU for donating your amazing Hero Certified Burgers and buns for our Hike for ALS and family day. I know these were a big hit with participants.

Your kind donation will allow ALS Ontario to meet greater challenges... ready to expand our reach... to find new means of offering help, and invest in effective treatments and find the cure... **The MOMENT MATTERS!**

With gratitude,

Christine Kirby
Manager, Events