

January 5, 2011

Dear Friends:

As many of you know, the Riviera Country Club and Friends have been involved in the fight against Cancer for over 21 years.

On February 19, 2011, Riviera will be hosting their 23rd Annual Valentine's Ball to benefit cancer research. It is a very exciting and fun evening which consists of dinner, dancing, a guest speaker, silent auctions and raffles. Since its inception, Riviera is proud to announce that the funds raised through this event have exceeded 1.3 million dollars, which has provided cancer research funding at University of Chicago, Loyola University, Northwestern University, Hope Children's Hospital, Mayo Clinic and others. That success has only been achieved through the generosity of friends and community like you.

If you're like most, it's probably been a difficult year. However, we're asking for your support again this year because cancer research has got to continue if progress is going to be made in its treatment and cure. You can help in the fight by:

- **Purchasing Space in the Ad Book** which is distributed to the 400+ attendees. Your ad will also be displayed on the "United-4 A Cure" website for one year.
- **Donating Items or Services** to be used in the Silent Auction or Raffle such as gift certificates, event tickets, memorabilia or a product. We can make arrangements to pick up items as well.
- **Making a Monetary Donation** – Any amount would be greatly appreciated. Checks should be made payable to: "United-4 A Cure."
- **Purchasing tickets and attending the event** – You're sure to have a great time while being a part of a good cause.

As always, Riviera Country Club and Pinnacle Custom Homes underwrites the entire cost of the event. One hundred percent (100%) of all proceeds from ticket sales, ad book sales, raffle, silent auction and personal donations go directly to our recipients.

We thank you for your time and consideration and look forward to whatever support you can provide. If you require additional information about the event, please contact us at 708-349-1100 and we will be happy to answer any questions you may have. You may also visit our website at www.united-4.com.



Dan O'Donnell



Michael O'Donnell



Martin Flood