



Dear Generous and Wonderful Human Being,

I am writing to tell you that I have insanely committed myself to bicycling 50+ miles on a round trip through the rugged Scottish countryside surrounding Pitlochry, on Saturday 11th September 2010, in aid of the Friedreich's ataxia Charity.

Friedreich's ataxia is a crippling degenerative genetic disease of the central nervous system, which usually reveals itself in apparently healthy children between the ages of 3 and 15. There is no treatment for the disease, no cure, and no one has ever recovered.

The money I raise will go directly to finance the ongoing research to try to find a cure for this terrible disease. PLEASE ENCLOSE YOUR FULL ADDRESS AND POST CODE SO I CAN CLAIM GIFT AID.

I would like you to be extremely generous and help me raise as much money as possible, to bring relief from this frightening disease that little bit closer.

Here are your choices. Please tick and make your cheque payable to the Friedreich's ataxia Charity account and send it to my home address.

- £5 - Times are tough and I think you're crazy, but you're worth the cost of a wee dram.
- £10 - You're mad. I always knew you were mad and this just confirms it. But I like you and you have caught me on a good day.
- £25 - I can't do this ride and I need a great excuse to get out of it. I can't think of one, so I am going to give you money to think of a plausible excuse for me!
- £50 - You are a fantastic person and its time you got on your bike. I am also a fantastic person and I am going to be generous by giving you a big wad of sponsorship.
- £100 + - Yes, I know I am rich and it's time I started giving lots of money to charity. This makes me feel good and I only wish I was doing it too. Have a great day and I know you deserve this sponsorship.

Thanks for your help, every penny counts.

Signed.