Hello,

This year certainly looks different for all of us. The incredible challenges that each of us have faced these past few months have likely changed our outlooks and appreciation for the little things. As you may know, I serve as a member of CEOs Against Cancer - Tri State Chapter with the American Cancer Society.

Each year, we host Advancing the Breakthrough, an exciting event that funds critical cancer research and this year is no different, except the need is even more critical. We are in danger of losing a generation of progress in research and treatments if we do not act. That is why on **October 9th**, we will host a ***virtual* 6th Annual Advancing the Breakthrough**!

I know that the pandemic has upended lives and business but failing to invest in research now means that we will have fewer preventative tools, fewer treatment options, lost progress towards a cure, and ultimately, more deaths from cancer in the future.

So please join me and [COMPANY NAME] in sponsoring this event because cancer can’t wait. Thank you!

Best Regards,