



**LETTER OF ENDORSEMENT**  
**2010 Highlands-Massey Classic**

This letter supports and applauds the generous fundraising efforts of George Emerson and the Highlands-Massey Classic fundraising events scheduled for September and October of 2010 to benefit head, neck and breast cancer research at VCU Massey Cancer Center.

Events like these are vital to the Massey's success. Federal funding for cancer research has declined in the past several years making our reliance on private funding even more important. In fact, more than 50% of the funds raised for Massey come from private donations. All of the monies raised on behalf of Massey Cancer Center stay right here in Richmond to the benefit of all Virginians. In this economy, that is a boon to both Massey and the community.

As you may already know, Massey is the only National Cancer Institute designated cancer center in central Virginia, recognized for excellence in the treatment, research and prevention of cancer. It is also a Designated Center of Excellence in the treatment of Rare and Complex Cancers. These are important distinctions as Massey also acts as the safety net for all Virginians diagnosed with cancer. No one is turned away regardless of his or her ability to pay. Think of the hope and relief that offers to the more than 18,000 patients treated here each year from every corner of the Commonwealth.

We truly appreciate your consideration of supporting the Highlands-Massey Classic and are honored to partner with you and George in the fight against cancer. With your support, we can continue to offer the break-through cancer research and treatments that offer hope to so many

With appreciation,

A handwritten signature in blue ink that reads "Mercer Taylor".

Mercer Taylor  
Director of Special Gifts  
VCU Massey Cancer Center  
(804) 828-1451



Please make checks payable to: *Massey Cancer Center*