

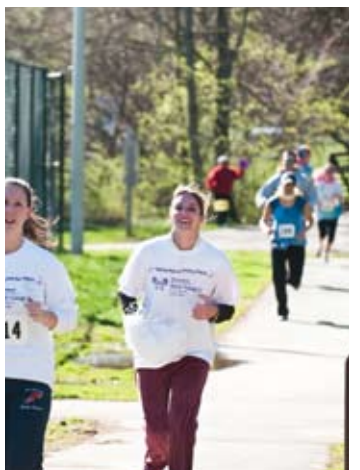


**CIRCLE
THE DATE**



Wilhelmina E. Bell-Taylor
Race for Lung Life™
5K RUN  WALK
it's not just about smoking

**FURTHER THE CAUSE
APRIL 24, 2010**



A MESSAGE FROM THE CHAIR

Greetings!

Thank you for your interest in the “[Wilhelmina E. Bell-Taylor Race for Lung Life 5K Run/Walk](#).” I am excited by the talents, creativity, experience, and knowledge of everyone who is willing to contribute to this important outreach endeavor.

Despite the physical challenges that my mother faced -- from a diagnosis of Hodgkins Disease at 19, to congestive heart failure, and most recently lung cancer in 2004, she never wavered in her commitment to impacting the lives of others. Her life mission was to help as many people as she could before she died, and she did just that.

My mother raised me and built BETAH Associates, Inc., a 20-year old management consulting firm based in Bethesda, MD, on the principles of faith, integrity, and service to others. I embrace and live my life by these same principles. Therefore, I am determined to continue to carry forth her legacy and mission to improve the quality of life for others. One way that I believe I can do this is through the Wilhelmina E. Bell-Taylor Race for Lung Life.

Our inaugural race held on April 4, 2009 was a success! With nearly two hundred registrants in less than three months, a proclamation from the County Executive and media coverage, we made great strides in raising awareness of lung cancer.

This is only the beginning. Given the outpouring of support and participation in the event, the committee is now planning for an even larger event for next year. We hope you will save the date: April 24, 2010 and join us at Candy Cane City, Chevy Chase, MD to once again take steps to end the stigma that surrounds lung cancer.

In the weeks following the inaugural race, I received sad news that a young woman named Wendy Balazik passed away on April 21 in the face of lung cancer. Wendy attended the race with her father by her side to watch a large group of her friends run on her behalf because she was too weak to participate. As I talked with her, Wendy shared that she was excited and encouraged when she learned about the race and was inspired by mother's story. She was so excited she even wanted to join the committee to help address the impact that the disease is having on non-smokers since she, like my mother, never smoked a day in her life.

Though my exchange with Wendy was brief, I know that yet another bright light has dimmed in the face of lung cancer. Wendy's death has furthered my determination to do what I can through the Race for Lung Life to make a difference in the fight against this devastating disease. Therefore, the 2nd Annual Race for Lung Life will be held to celebrate the young life of Wendy Balazik.

My hope is that in coming years the event will continue to raise awareness of the deadly impact of a disease that oddly enough remains in the shadows. Did you know that lung cancer is the leading cancer-killer in both men and women in the United States and, in 1987, surpassed breast cancer to become the leading cause of cancer deaths in women? Probably not. So these are my goals -- to transform the view that society has about lung cancer and to eradicate the stigma; to encourage patients and families battling the disease; and to identify ways to support research, treatment, and care.

My mother's and Wendy's battle with lung cancer didn't end in defeat, nor was their determination to fight in vain, because their desire to help others will continue through this race and through your efforts. I believe that as the event continues to grow in years to come that our hard work will have an impact on finding a cure and ending the devastation that this disease causes in the lives of so many.

I look forward to seeing you
on April 24, 2010!
Circle the Date –
Further the Cause.

With Appreciation,
Michelle Taylor
Chair
Race for Lung Life

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This year's race is
dedicated to the
Life of Wendy Balazik.

BECOME A SPONSOR

Race for Lung Life's success depends upon the generosity of our sponsors and donors.

Sponsorship Levels and Acknowledgements

Platinum - \$2,500

Acknowledgement at the race
Name or logo on T-shirt (1")
10 complimentary race entries with t-shirts
Post your company-provided logo on our sponsor web page
Link to your business from our website
Acknowledgement in press releases

Gold \$1,500

Acknowledgement at the race
Name or logo on T-shirt (1")
8 complimentary race entries with t-shirts
Link to your business from our website
Post your company-supplied logo on our web page
Name in press releases

Silver \$1,000

Acknowledgement at the race
Name or logo on T-shirt (3/4")
6 complimentary race entries with t-shirts
Link to your business from our website

Bronze \$500

Acknowledgement at the race
Name or logo on T-shirt (1/2")
2 complimentary race entries with t-shirts
Business name listed on our website



Donations will be used to offset the operations cost of the race the majority of funds will be donated to a lung cancer organization or research institute whose primary mission and goals are to support lung cancer patients and their families, to identify new treatments that will turn the tide on this devastating disease, and to research why increasing diagnoses are occurring among non-smokers.

If you'd like to be a corporate sponsor or an individual donor, please contact:

Ms. Brykyta Shelton • 301.204.6683
bkshelton@raceforlunglife.com

Ms. Michelle Taylor • 301.580.4277
mtaylor@raceforlunglife.com

We look forward to your support!
Thank you

WILHELMINA'S STORY



Wilhelmina Bell-Taylor
January 2, 1948 — April 24, 2008

“THROUGH is an important word to remember. Always try to make it THROUGH. Sometimes we come THROUGH battered and torn, sometimes we come THROUGH, and do not necessarily win. But each new day is a victory, because you made it THROUGH the one that passed, and it has become yesterday...and the new day is today. And each new day brings hope for something better, and if not better...something different. It is another chance - a blessing from God because many haven't made it to your new today. But if your eyes open, you've made it, and you can go on - and THROUGH - one more time. It is my prayer that you continue to find strength to go THROUGH. Never give up.” — Wilhelmina Bell-Taylor

A butterfly's metamorphosis features a sudden, spectacular transformation. The life of Wilhelmina Bell-Taylor featured a series of these dramatic transitions: carefree coed to cancer patient; young wife to single mother; employee to entrepreneur; a person in pain to a person of praise. She faced each challenge with an increasing amount of dignity, courage, faith, and grace. And in the end, she emerged as an entirely new creature.

As founder and CEO of BETAH Associates, Wilhelmina took the skills that she had honed in education, community development, and management consulting and, in 1988, started her business in her home. In a little more than a decade, it had grown to more than 100 persons serving an extensive client base. In 2000, Inc. magazine named BETAH to its annual list of the top 500 fastest growing companies in the nation.

Wilhelmina named the company BETAH Associates for the Biblical word for trust and confidence. The firm's goal, she said, was to help organizations build connections, based on trust and confidence, with the communities they were trying to reach. Much of her

work focused on reaching minority and low-income communities with health information, community revitalization initiatives, and empowerment through communications, training and technical assistance.

A major initiative was to aid the U.S. Surgeon General in a campaign to educate communities of color about their high risk for contracting HIV/AIDS. She noted in a February 2002 interview that some 300,000 individuals who had tried to donate blood after September 11 found out that they were infected with the virus and did not know it. Her company's work included providing outreach services such as media alerts, video, and radio announcements that reached millions. The firm also coordinated a satellite broadcast and Webcast discussion between major medical schools at historically black colleges and universities and community organizations.

In addition to her for-profit entrepreneurial success, Wilhelmina's commitment to improving the lives of individuals and communities also led her, in 2001, to establish The Community Education Network (CEN), a non-profit organization. CEN's mission was similar to

WILHELMINA'S STORY

BETAH's - to serve as a technical assistance, training, and support resource for community organizations engaged in the delivery of health education and community outreach at the grassroots level.

Throughout her life, Wilhelmina faced and overcame many obstacles. At age 19, she was diagnosed with Hodgkin's disease. While other young people were dreaming about their futures, she battled the disease while still working full-time and raising a daughter on her own, after her marriage ended in divorce. She said that her grounding both professionally and personally was in her strong faith in God. She was an active member of the Mt. Calvary Baptist Church, where she served as a member of the Board of Deacons, the Board of Christian Education, and the executive committee of the American Baptist Women's Ministry. She completed an eight-year program with Bible Study Fellowship International and took courses at the Wesley Theological Seminary and the Washington Bible College.

She was a member of the Women Presidents Organization, the National Association of Women Business Owners, the Executive Committee, the BB&T Bank Community Advisory Board of Montgomery County, MD, and the National Contract Management Association.

Through her work at BETAH, Wilhelmina touched the lives of countless thousands of people who have never known her or even known about her. Her most significant impact, however, has been felt in the lives of her family and friends. She was a loving and encouraging sister to Sandra and James, a nurturing aunt to nephews Brandon Bell and Mark Ellison, a devoted cousin to Juanita Bland, and trusted friend to her "other daughter," Rev. Lora Hargrove-Chapman. She extended her family to Lesotho, South Africa, when she sponsored a young girl through World Vision. Yet, her most enduring and cherished relationship was with Michelle, her miracle child. Wilhelmina and Michelle enjoyed an incredible relationship that transcended the mother-daughter bond; they were each other's very best friend.

Against overwhelming odds, Wilhelmina lived a full life. In 2004, she received the devastating diagnosis of lung cancer and soon after began aggressive treatment. The disease was held at bay in remission for nearly two years but returned and Wilhelmina endured yet

another round of debilitating chemotherapy treatments. In December 2007, after emergency surgery, it was discovered that the lung cancer had spread. At that time, Wilhelmina made the difficult decision not to undergo further chemotherapy. She would instead trust God for every breath and to keep her alive for as long as He saw fit.

Regardless of the challenges, even in death, Wilhelmina pressed on with courage, dignity, faith, and grace. She had won the race and achieved the great reward - eternal life, at peace, with God.

Wilhelmina Bell-Taylor
January 2, 1948 – April 24, 2008

RaceforLungLife™ Logo

If you look closely at the logo designed for the Race for Lung Life, you will see the combined image of a butterfly and lungs.

This merged imagery is symbolic of transformation and change. On its own, the butterfly has long been such a symbol. And it is our hope that our efforts to raise awareness of the devastating impact of lung cancer and the stigma associated with it will encourage transformation and change. If more people understand the disease and its causes, we believe that is when real change and compassion will occur.

Just as the butterfly represents hope, life, and transformation we believe Race for Lung Life will change the view of lung cancer.

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THE FACTS

Did You Know?

- **More people die from lung cancer than any other type of cancer.**
- **In 2004 (the most recent year for which statistics are currently available), lung cancer accounted for more deaths than breast cancer, prostate cancer, and colon cancer combined.**
- **Since 1987, more women have died each year of lung cancer than from breast cancer.**
- **Although 85% of lung cancer diagnoses occur among current or former smokers, 15% of lung cancer patients never smoked a day in their lives.**

Lung Cancer - it's not just about smoking!

Our Mission

Sadly, many people mistakenly assume that every person who has lung cancer is a smoker. In fact, many people diagnosed with this debilitating disease have never smoked a day in their lives. Yet, because of popular misperceptions about lung cancer, these individuals are often forced to fight in silence. The fatigue that comes with battling this relentless disease makes it impossible to battle the stigma - that people with this disease are responsible for their illness.

Our mission is to transform the way people view lung cancer and eradicate its stigma. We will raise awareness about the fact that lung cancer is not just about smoking, and support and encourage patients and their families impacted by the disease. In the years to come, we will support research efforts to identify the cause of lung cancer among non-smokers, and ways to prevent and treat the illness, so that patients might live longer and healthier lives. Ultimately, we seek to help fund the research to find a cure.



About the Race

Race for Lung Life is an annual, non-competitive, family-oriented 5K run/walk that raises funds for lung cancer research, encourages others to learn the facts about the disease, and helps end the stigma associated with it.

The event is also held in memory of Wilhelmina Bell-Taylor, a lung cancer heroine who never smoked a day in her life. She fought courageously from the moment she was diagnosed in April 2004 until she passed away on April 24, 2008.

Having watched the four-year progression of her mother's illness, and having felt the frustration of not being able to do anything to stop its course, Wilhelmina's daughter, Michelle, is committed to raising awareness about lung cancer and carrying forth her mother's legacy, "helping others." Race for Lung Life run/walk is one way.

The second annual event will take place on April 24, 2010 to celebrate the life of Wendy Balazik, a 32-year old lung cancer fighter who never smoked a day in her life and to continue to encourage others living with lung cancer and their caregivers.

JOIN OUR TEAM

There are numerous ways that you can volunteer your time, creativity, and energy to supporting the 2nd Annual Race for Lung Life!

These committees are integral to ensuring a successful and safe event:

Management and Administration

Oversees the entire planning and implementation of the Run/Walk from budget development, scheduling, to committee communications.

Public Relations and Advertising

Develops a communications plan and community outreach strategy that will increase awareness and participation in the race.

Graphic Design and Materials Development

Creates the brand identity for the race and all collateral materials to achieve a cohesive and consistent visual theme.

Sponsorship and Fundraising

This energetic and enthusiastic team of individuals should possess the gift of persuasion to collaborate on creative ways to encourage corporate and community sponsorship.

Race Logistics

Ensures that the nuts and bolts of race day are in place for a successful event. This team will consist of those individuals who are sticklers for details, timing, and overall organization.

Volunteers

This diligent and dedicated group will be called on to perform a variety of tasks throughout the development and implementation of the event

Training

This motivated and energetic team will work to promote and encourage health and wellness and conduct training times in the months leading up to the race.

Safety and Medical

This conscientious and compassionate team will provide on-site support on race day to ensure that safety is enforced and treatment and care is on hand if needed.

For more information and to sign up, please contact Ms. Brenda Shelton at bjshelton@raceforlunglife.com or call (240) 204-6683.

Thank you for your support!



SPECIAL THANKS

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MEDIA & GENERAL INFORMATION

For more information about the Wilhelmina E. Bell-Taylor Race for Lung Life 5K Run/Walk, please do not hesitate to contact us with your questions, comments or concerns.

All general and media inquiries will be responded to within 24-48 hours.

For general information, please e-mail info@raceforlunglife.com

For public relations and media inquiries, please contact:
Shellie Sims, PR & Advertising Committee Chair
ssims@raceforlunglife.com

For written inquiries, please mail to:
Race for Lung Life
P.O. Box 6834
Silver Spring, MD 20906
(301) 204-6683

We look forward to seeing you on race day,
Saturday, April 24, 2010!



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Support the cause



Raise funds and awareness.



Run for Wendy!



Help find a cure for lung cancer.



Take steps to end the stigma!

**24 Saturday
2ND ANNUAL
RACE FOR
LUNG LIFE
5K RUN/WALK**

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