

April 1, 2018

Emily Cioffi  
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Dear \_\_\_\_\_,

We would like to invite you to take part in supporting the **6th Annual Hip Hop 5K/10K** taking place in Easton, MA on **August 25th, 2018** in support of the battle against hip dysplasia. You can help us by sponsoring (monetary or in kind), becoming a vendor, or volunteering. As a local organization and long time residents of the area, we highly value local businesses and aim to create long lasting and meaningful partnerships where donors can gain valuable exposure to all of our runners and spectators; while simultaneously helping those affected with hip dysplasia.

The Hip Hop 5K/10K aids in promoting awareness and fundraising to assist Boston Children's Hospital Orthopedic Hip Program, and associated hospitals in finding better, more efficient methods of diagnosis, as well as less invasive forms of treatment to minimize the potential severe physical and mental effects of hip dysplasia. The Boston Children's Hip Program works at the forefront of clinical research and innovation to provide world- class treatment throughout a patient's lifetime with the condition.

Hip Dysplasia affects thousands of people each year from newborns to adult and is the **leading cause of hip arthritis. More than 90% of the young and older adult cases** can't be diagnosed in childhood by the current methods of screening and we aim to change this by funding much needed research for more effective treatments and screening methods. Currently, the three most common words heard in the process of treating hip dysplasia are "I don't know", and with your help we can help change the lives of those affected by hip dysplasia.

As an annual road race, we have hosted thousands of athletes and raised over \$100,000 for Boston Children's Orthopedic Hip Program. We are continuously growing in size and presence and our **goal is to raise \$50,000 and host over 600 participants this year!** We cannot do this alone and would greatly appreciate any assistance you may be able to provide. Together we can make this goal happen and really begin to impact the lives of hip patients from newborns to adults all around the world.

For more information regarding the race, sponsorship, or how to get involved please visit our website:  
[www.hiphop5k10k.org](http://www.hiphop5k10k.org)

On behalf of all the doctors, patients, and families battling the struggle with hip dysplasia, we thank you for your time and we look forward to working with you.

Sincerely,

Emily Cioffi  
Hip Hop 5K/10K Event Founder/Director  
[www.hiphop5k10k.org](http://www.hiphop5k10k.org)