



21st th annual

Potomac River Run Marathon & Half

611 South Ivy Street ☺ Arlington, Virginia 22204

703-927-4833 ☺ racedirector@att.net ☺ www.safetyandhealthfoundation.org/marathon

Saturday, May 4, 2024 ☺ World Laughter Day ☺ 26.2 Miles of Smiles

March 15, 2024

Dear Friend,

We invite you to sponsor the 21st annual ACE Physical Therapy & Sports Medicine Institute Potomac River Run Marathon, Saturday, May 4, 2024, to benefit Buy A Brick Foundation's Stomp Out Malaria campaign.

The first Sunday in May is World Laughter Day, and we celebrate with 26.2 miles of smiles. Quite seriously, however, our beneficiary Buy A Brick Foundation has worked since 2004 in Zimbabwe (the African nation formerly known as Rhodesia) to end the scourge of malaria.

Malaria, spread between humans by *Anopheles* mosquitoes, is the most widespread contagious disease on earth, killing more than 600,000 people worldwide per year, 80% children under the age of 5, and an estimated 3.4 billion people are at risk.

(Source: World Health Organization, www.who.int/malaria/publications/atoz/9789241547925/en/index.html)

Malaria is preventable by mosquito netting and eliminating standing water, but both practices require education. Malaria is treatable with quinine – hard to obtain with dangerous side effects – or alternatively with *Artemisia annua*, a natural curative without side effects, which can be widely cultivated on-site. Buy A Brick Foundation's Zimbabwe Agricultural Malaria Treatment Education Farms (ZAMTEF) Stomp Out Malaria program sponsors local farmers to grow, harvest, and distribute *Artemisia* in their villages. In 2013-2024, Buy A Brick Foundation started 16 *Artemisia* farms and hopes to start one *Artemisia* farm in every village in Zimbabwe. An estimated 6.6 million Zimbabweans – half of its population – are at high risk for malaria. By contrast, only one exposure to Ebola virus has been documented in Zimbabwe.

(Source: AFP, www.news.yahoo.com/zimbabwe-patient-tests-negative-ebola-133257865.html)

Buy A Brick Foundation's ZAMTEF public-health campaign and its growing network of clinics can help Zimbabwe to cope with any disease outbreak, not just malaria, or any public-health emergency.

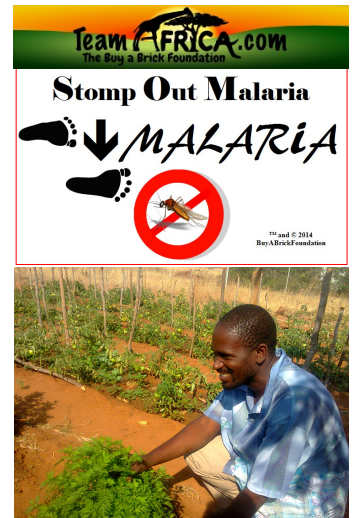
On Saturday, May 4, 2024, our marathon starts and finishes at Fletcher's Cove, 4940 Canal Road, Washington DC, two miles west of Georgetown, Washington DC, on the beautiful riverside C&O Canal Towpath. More than 600 runners are already entered from all over the world -- 26 states (AL, AZ, CA, CT, DE, FL, GA, IL, LA, MA, MD, MI, MN, NC, NE, NH, NJ, NY, OH, PA, RI, SC, TN, TX, UT, VA, WA, WI) + DC, plus Canada (ON, QC), Germany, Guatemala, Puerto Rico, Mexico, and United Kingdom.

We advertise our sponsors on our web pages, entry forms, goodie bags, t-shirts, race-day signage, and post-race results. You can sponsor us with a tax-deductible contribution to **Safety And Health Foundation** or to **Buy A Brick Foundation**, or you can donate refreshments, gift certificates, or in-kind support. You may also choose to sponsor our year-long three-marathon series.



With net proceeds from its marathons, SHF provides first-aid / AED / CPR certifications classes for volunteers and officials of all DC-area races for just \$25, regularly \$125. Next class date is to be announced at ACE Physical Therapy & Sports Medicine Institute, 1701 Clarendon Boulevard, Arlington VA

[When registration opens, please see our web page www.safetyandhealthfoundation.org#firstaid to register.]



Artemisia annua

We assemble 300 goodie bags on Thursday, May 2. Sponsors may **provide 300 menus, coupons, or samples** as inserts for runners' goodie bags. All sponsors get **complimentary entries** upon request. We **announce all sponsors** before the start, at the finish, and during the awards ceremony. We invite all sponsors to **present their gift certificates personally** to their award winners. We feature your donated food and refreshments at **our post-race picnic**.

We offer these sponsor levels:

- **WORLD-CLASS: \$10,000 or more:** All THREE marathons in 2024 are named for your organization AND we place a plaque in your honor at the entry door at one of our clinics or schools
- **PLATINUM: \$5,000 or more: NAME SPONSOR:** The marathon is named for your organization
- **GOLD: \$2,000 or more:** Your **logo** on all publicity, bib numbers, website, and **top back** of our t-shirt
- **RED: \$1,000 or more:** Your **logo** on all publicity, website, and **bottom back** of our t-shirt
- **WHITE: \$500 or more:** Your **logo** on publicity, website, and name on back of our t-shirt
- **BLUE: \$250 or more (or ten \$25 gift certificates):** Your logo on publicity & website and **back** of t-shirt
- **GRAY: \$100 or more (or four \$25 gift certificates):** Your name on publicity & website, goodie bag insert
 - For all sponsors, we insert your flyer into 300 goodie bags if you get them to us by May 1
 - For the web site, we need your name, URL, and logo as BMP / GIF / JPG / PNG / SVG by April 15
 - For the t-shirt, we need your logo in high-resolution EPS by April 15
 - Please send your logo as a graphic and also as an EPS to racedirector@att.net and your samples or ad flyers to our office at 611 South Ivy Street, Arlington VA 22204

You may want to sponsor our whole series this year. In 2024, SHF conducts three full marathons / half marathons:

- **21st Potomac River Run Marathon & Half celebrating World Laughter Day**
Saturday, May 4, 2024, at 8:00 & 9:00 AM, at Fletcher's Cove, Washington DC
- **17th Abebe Bikila Day International Peace Marathon & Half** assisted by Jimmy and Rosalynn Carter Center
Saturday, September 14, 2024, at 8:00 & 9:00 AM, at Fletcher's Cove, Washington DC
- **21½th Potomac River Run Marathon & Half in memory of Dean Shulman and Wendy Martinez**
Saturday, October 19, 2024, at 8:00 & 9:00 AM, at Fletcher's Cove, Washington DC

Sincerely

Gib Leonard and Sheila Farthing

Gib Leonard and Sheila Farthing, Founding Directors
Buy A Brick Foundation

Jay Jacob Wind

Jay Jacob Wind, Director
Safety And Health Foundation

Acknowledgements: Potomac River Run thanks [Potomac River Running Stores](#) Ashburn VA (703-729-0133) & Burke VA (703-978-0500) for permission to use the name Potomac River Run for this race. "Potomac River Running" is a trademark of Potomac River Running Store

Please send this form to **SHF, 611 South Ivy Street, Arlington VA 22204**

Sponsor Name _____

Contact Person _____

Address _____

City, State, ZIP _____

Your web site _____

Business Phone _____ **Fax** _____

E-mail _____ **T-shirt size** [] S M L XL XXL

Enclosed is:

\$[] A 501(c)3 tax-deductible donation to **Buy A Brick Foundation (BABF)** or see www.buyabrickfoundation.org

\$[] A 501(c)3 tax-deductible donation to **Safety And Health Foundation (SHF)** or see www.safetyandhealthfoundation.org

[] Discover [] MasterCard [] Visa [] Amex _____ - _____ - _____ - _____ Exp.Date _____ - _____
Name on card _____ 3-digit code _____

[] I pledge in-kind support _____ (e.g., printing t-shirts or refreshments)

[] Gift certificates from your store or business (e.g., four or more \$25 certificates)