



15th annual

Potomac River Run Marathon & Half

611 South Ivy Street ☺ Arlington, Virginia 22204

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

Sunday, May 6, 2018 ☺ World Laughter Day ☺ 26.2 Miles of Smiles

December 10, 2017

Dear Friends,

We invite you to sponsor the 15th annual Potomac River Run Marathon, Sunday, May 6, 2018, and SHF's two other marathons in 2018, all to benefit TeamAfrica.com 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 2013-2017, 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 – is 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)

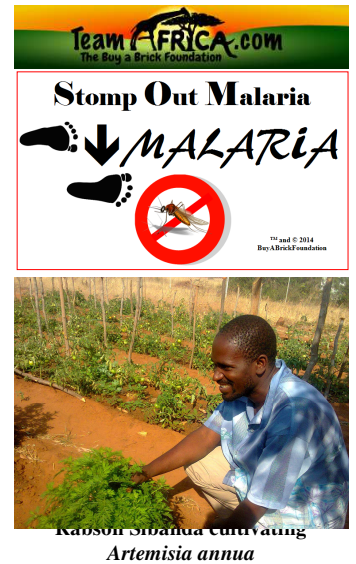
Buy A Brick Foundation's ZAMTEF public-health campaign and its growing network of clinics can help Zimbabwe to cope with any disease outbreak, not just malaria, or any public-health emergency.

On Sunday, May 6, 2018, 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. Our race attracts more than 500 entrants from all over the USA, plus from many other countries including Canada, Ecuador, Israel, Japan, Thailand, and United Arab Emirates.

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 Health Foundation or Buy A Brick Foundation, or you can donate refreshments, gift certificates, in-kind support. You may also choose to sponsor our 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, 6:00 PM to 9:00 PM, at Walter Reed Community Center, 2909 16th Street South, Arlington VA.

See our web page www.safetyandhealthfoundation.org#firstaid to register.



And
or

All sponsors may **provide 500 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 on race day 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 3 marathons are named for your organization AND we place a plaque in your honor at the entry-way 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 our publicity, bib numbers, website, and **top front** of our t-shirt
- **RED: \$1,000 or more:** Your **name and logo** on publicity, website, and **bottom front** of our t-shirt
- **WHITE: \$500 or more:** Your **logo** on publicity, website, and **back** of 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 \$100,** ① we insert your flyer in 400 goodie bags; ② we add your link to our website; and ③ we print your name on the back of our t-shirt.
 - **For \$250,** you get the above PLUS ④ we print your small logo on our t-shirt.
 - **For \$500,** you get the above PLUS ⑤ we print your large logo on our t-shirt.
- Please reply by March 31, 2018, to include your logo on publicity, t-shirts, signs, and ads in goodie bags and please send your logo as BMP / GIF / JPG / PNG and also as EPS to racedirector@att.net
- Please send 500 inserts / menus / coupons by April 15, 2018, for insertion into goodie bags

In 2018, SHF conducts three full marathons / half marathons:

- **15th Potomac River Run Marathon & Half,**
Sunday, May 6, 8:00 & 9:00 AM, at Fletcher's Cove, Washington DC
- **12th Abebe Bikila Day International Peace Marathon & Half,**
Saturday, September 8, 8:00 & 9:00 AM, at Fletcher's Cove, Washington DC
- **15½th annual Potomac River Run Marathon & Half in memory of Dean Shulman,**
Saturday, September 29, 8:00 & 9:00 AM, at Carderock Recreation Area MD

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.teamafrica.com

\$[] A 501(c)3 tax-deductible donation to **Safety And Health Foundation (SHF)**

[] Amex [] MasterCard [] Visa _____ 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)

If you do not have gift certificates of your own, you may use these forms. Feel free to photocopy more.



Potomac River Run Marathon & Half GIFT CERTIFICATE

Congratulations for your award winning finish!



Please visit (Sponsor) _____ Phone _____

Address _____, _____

Certificate value \$ _____ expires August 31, 2017 Authorized signature _____



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- **Friends of the W&OD 10K**, Saturday, August 6, in Vienna VA, where you can have an exhibit on-site



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Contact Person _____
Address _____
City, State, ZIP _____
Your web site _____
Business Phone _____ Fax _____
E-mail _____ T-shirt size [] S M L XL XXL

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\$([]) A 501(c)3 tax-deductible donation to **Safety And Health Foundation (SHF)**

[] Amex [] MasterCard [] Visa _____ - _____ - _____ - _____

Exp.Date ____ - ____

Name on card _____

3-digit code ____

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

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