



February 8, 2013

Matthew Arch  
423 South Highland Avenue  
Apartment #1  
Pittsburgh, PA 15206

Dear Matthew:

CONGRATULATIONS! You have been selected as one of *Pittsburgh's 50 Finest*! You are joining an elite group of eligible men and women that are honored each year for their success and involvement in the Pittsburgh community.

As a member of the 2013 *Pittsburgh's 50 Finest* class, you will be featured in the August issue of WHIRL Magazine and honored at a gala on Thursday, August 15, at 7:00 p.m., at the Omni William Penn. This gala is one of the most anticipated events in the city and raises much needed funds for the Cystic Fibrosis (CF) Foundation. You will also be invited to attend social events prior to the big event, at which you will have the opportunity to meet and get to know the rest of Pittsburgh's 50 Finest past and present.

Cystic Fibrosis is a genetic disease that affects approximately 30,000 young people in the United States, taking the lives of many of those afflicted before the age of 37. CF produces a thick, sticky mucus that clogs the lungs & digestive system, making breathing and digestion difficult & eventually impossible. Since 1989, when researchers made the long-awaited discovery of the gene that causes CF, incredible progress has been made that puts CF research on the brink of a cure. The CF Foundation is consistently ranked by the Wall Street Journal's Smart Money magazine as one of the nation's "Best in the Business" for its exceptionally efficient use of fund-raising dollars.

Each of the 50 Finest is committed to raising as much money as possible (a minimum of \$2,500) and selling six tickets (\$330 value) for the Cystic Fibrosis Foundation by the night of the gala. Thanks to their passion and hard work, the 2012 honorees left big shoes to fill for the class of 2013 by raising \$337,000! You will be able to reach the goal you set by hosting events, obtaining corporate sponsors, or reaching out to friends and family members for personal donations. As one of Pittsburgh's most successful and active professionals, you have valuable contacts in the community that will certainly be eager to support you in this worthwhile project. If you are one of the top money raisers, you will be awarded a grand prize as well. The grand prizes often consist of hard to get sports tickets and amazing travel packages. I've included the 2012 prize list for your review.

Your first step is to set your fundraising goal (aim high!) and return the enclosed agreement to the Cystic Fibrosis Foundation. After that, I'll be back in touch to help set up your fundraising plan with you. Please don't hesitate to email or call me if you have any questions or concerns and again, congratulations on being selected as one of Pittsburgh's 50 Finest!

Warmly,

Jessica Giarratano  
Director of Development