

Thank you for making the American Lung Association the #1 advocate for lung health issues!

We have spent more than 50 years advocating for your right to breathe clean air and have served 36.6 million people with lung disease.

We have funded more than \$175 million in research since 2000 and with your help, we are allocating a further **\$25 million for COVID-19 research**—to better combat this pandemic and ensure we are better prepared to tackle any future respiratory pandemic.

We have been in existence for 115 years, we have been trusted for 115 years, and have 115 years of positive impact.

———— **Thank you for your trust and support.** ————

Will you take it to the next level?

To show our appreciation, we offer these exciting **Incentive Gifts**. Choose the gift you would like and make it your goal to fundraise to that level and beyond. We are here to help you, so don't hesitate to call or email. **Let's make a plan to get you your favorite gift!**

Join us in-person on May 15 or Ride Your Way and turn in all donations by June 15 to be eligible for these amazing fundraising incentives.

2021 Fundraising Incentive Levels

Thank you for supporting the mission of the American Lung Association: To save lives by improving lung health and preventing lung disease—especially during the current COVID-19 pandemic.

Your fundraising helps provide vital information, resources and research for all those with lung disease and supports the Lung Association's COVID-19 Action Initiative to combat this pandemic and help prevent future respiratory pandemics. For more information, please visit Lung.org/covid19.

To show our appreciation, Reach the Beach offers these absolutely must have Fundraising Incentive Gifts.

▼ \$130 ▼



Raise the minimum fundraising of \$150 and you will receive both a Reach the Beach shirt and a commemorative finisher's medal.

You will also receive access to the Reach the Beach social channels and invitations to online events.

▼ \$190 ▼



Add \$40 to your minimum fundraising and you will receive an exclusive invitation to shop at the Columbia Sportswear Employee Store where everything is 40%-60% off.

Your digital invitation will be sent to you mid-June.

▼ \$350 ▼



Raise \$350 and also receive the 2021 Commemorative Reach the Beach Cycling Jersey.*

▼ \$600 ▼



Raise \$600 and complete your Reach the Beach cycling outfit with these ultra-stylish shorts.*

▼ \$1,000 ▼



Become a Champion!

Raise \$1,000 and receive a personalized Champion's sign and Champion's bib, in addition to the shirt, medal, jersey, and cycling shorts.

Must reach \$1,000 by April 15 to get personalized bib and sign.

▼ \$1,500 ▼



Complete the Look!

Raise \$1,500 and add this cool Reach the Beach Wind Jacket to your Champion's collection.*

Top Fundraising Incentive Levels

▼ \$3,500 ▼



Raise \$3,500 and you will sponsor a student to attend an American Lung Association conference including their Continuing Education (CE) credits or receive a special shopping opportunity from Columbia Sportswear.

▼ \$7,500 ▼



Be Exceptional.

Raise \$7,500 and the American Lung Association will treat you to two hotel nights on the Oregon Coast, in addition to all of the other phenomenal incentive gifts you will have accumulated.

Must achieve \$7,500 level by April 26 to guarantee free hotel room.

▼ NEW! ▼



New Incentive just added!

Our top fundraiser and Runner-Up top fundraiser will each receive a Bowflex C6 Stationary Bike donated by Nautilus Cares.

Winners will be announced at the close of fundraising.



Thank you for your support!

Reach the Beach is not just a ride, it is an opportunity to truly make a difference.

By riding in Reach the Beach you are supporting the American Lung Association's \$25M research commitment to address COVID-19 and Emerging Respiratory Viruses, as well as educational webinars, support groups and free Lung Helpline to support our community in this time of need.

For more details and information about your fundraising dollars at work, visit Lung.org.

Remember to also check out our **Dynamic Team Incentives** at ReachTheBeachOR.org.