

NEWS RELEASE

For Immediate Release
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BALTIMORE'S GOT TALENT (AND A GREAT CAUSE)
STARS HIT THE RIGHT NOTE IN FIGHT
AGAINST LYME DISEASE
Cure-eoke to Raise Funds for Research on Epidemic Illness

(Baltimore, MD)— Move over American Idol. Step aside X-Factor. “Cure-eoke” is about to take the stage. Local TV & radio personalities, politicians and sports stars will “sing” karaoke to raise money for research, education and awareness for Lyme disease.

Some of the biggest names in Baltimore are slated to take the stage. While they may be slightly off-key, they’re going to be right on the money when it comes to helping a vital cause: Lyme disease. The tick-borne disease, which has reached epidemic levels in Maryland, is often misunderstood and underestimated because it’s extremely difficult to both diagnose and treat. According to a disease ecologist at Cary Institute for Ecosystem Studies, “We expect 2012 to be the worst year for Lyme disease risk ever.”

Scientific research is needed for better testing and treatment. Studies have shown that more than half of the current testing results are inaccurate. Many patients remain seriously ill even after a course of treatment with antibiotics.

Spring for Lyme will be held: Friday, May 11, 2012 from 7-10 pm at Timonium Crowne Plaza, 2004 Greenspring Drive Timonium, Md 21093

Local celebrities, doing what they probably don’t do best, will provide the entertainment as they sing their favorite songs. There will also be appearances from long-time survivors of Lyme disease and doctors who have been on the front lines, trying to keep ahead of the epidemic. Food, drink and a silent auction round out the festivities.

The event kicks off Lyme Disease Awareness Month in Maryland, one of the top ten most affected states.

Tickets to Spring for Lyme are \$75 per person. Further information on the event is available at <http://www.springforlyme.org/> or by e-mailing info@springforlyme.org. Follow us on Facebook <http://www.facebook.com/pages/Spring-For-Lyme/> and Twitter [@springforlyme](https://twitter.com/springforlyme).



PRESENTS

CUREOKE
FOR A CAUSE

A Benefit for Lyme Disease Research, Education & Awareness

Come out and watch local celebrities
perform their favorite songs!

Friday May 11, 2012

7pm-10pm

Crowne Plaza

2004 Greenspring Drive, Timonium, Md. 21093

Tickets: \$75,
Sponsor Table of 10-\$1,000*

Open Bar 7-8pm, Cash Bar 8-10pm,
Buffet, Silent Auction, and More!

**Tickets can be purchased online
at www.springforlyme.org**

For more information and volunteer opportunities

Call 443-743-9006

Hosted By

THE KENNEY FAMILY

FOUNDATION^{INC}

TIC

* Limited number available



PRESENTS

CUREOKE FOR A CAUSE

A Benefit for Lyme Disease Research, Education & Awareness

*Lyme Disease is caused by the bacteria *Borrelia burgdorferi* and is transmitted to humans by the bite of infected ticks. Typical symptoms include fever, headache, fatigue, and a characteristic skin rash. If left untreated, infection can spread to joints, the heart, and the nervous system resulting in both acute and chronic forms of the disease.*

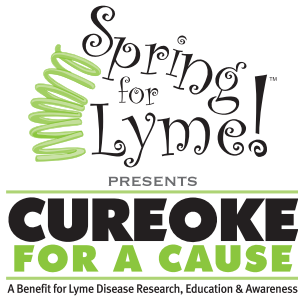
Lyme FAQs

- Lyme Disease is the 5th fastest growing disease in the United States
- Over 30,000 cases a year are now reported in the United States. However, because of underreporting and misdiagnoses, the true number of cases is likely as much as 5-10 times higher
- Maryland ranks in the top 10 of hardest hit states
- Cases have increased by over 100% since 1993, affecting both children and adults of all social backgrounds
- A significant number of patients may suffer from long lasting persistent symptoms even after antibiotic therapy

Why is more research needed?

- Current diagnostic tests are below the standard of care, resulting in false negative results greater than 50% of the time
- More research is needed to explore the efficacy of various treatment options
- More research is needed to study persistent Lyme symptoms following antibiotic treatment

**For Tickets & Information, visit www.springforlyme.org
or call 443-743-9006
info@springforlyme.org**



SPONSORSHIP

Platinum Sponsorship - \$15K

- Invitation to participate in karaoke that night
- Reserved table of 10
- Opportunity for Sponsor to introduce 1 celebrity guest on stage
- 200 word sponsor profile and Logo in Program guide
- Full Page Ad in Program Guide
- Visibility at the event
- Logo on website
- Inclusion of your giveaways in take home bags
- Vendor Table at Event
- Exclusive Signage at:
 1. All the bars, or
 2. All food stations, or
 3. The Silent Auction table

Gold Sponsorship - \$10K

- 8 tickets to event
- 100 word sponsor profile and logo in Program Guide
- Opportunity for Sponsor to introduce 1 celebrity guest on stage
- Half Page Ad in Program Guide
- Visibility at the event
- Logo on website
- Logo in all advertisements
- Inclusion of your giveaways in take home bags

Silver Sponsorship - \$5K

- 5 tickets to event
- Quarter Page Ad in Program Guide
- Visibility at the event
- Logo on website
- Company Listing in Program Guide as Silver Sponsor
- Inclusion of your giveaways in take home bags

Bronze Sponsorship - \$2,500

- 3 tickets to the event
- Logo in Program Guide
- 1/8 Page Ad in Program Guide
- Visibility at the event
- Company Listing as a Bronze Sponsor
- Inclusion of your giveaways in take home bags

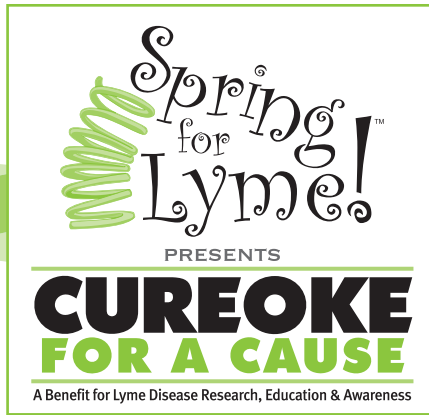
Premium Table Sponsorship - \$1,000

- Table of 10 at event, with Hors d'oeuvre tray and bottle of wine
- Exclusive Facebook Sponsorship - \$1 donation per "Like"
- Opportunity to be the sole sponsor of the Spring for Lyme Cureoke for a Cause Facebook page. Your logo will be prominently featured along with recognition of your contribution matching dollars for "likes". You'll also have the opportunity to include any logo'd giveaways, etc in our giveaway bags.

Advertising Opportunities

Spring for Lyme Cureoke for a Cause Program Guide:

- Full Page Ad: \$1,000
- Half Page Ad: \$575
- Quarter Page Ad: \$300
- Eighth Page Ad: \$200



For tickets visit www.springforlyme.org

To order by mail, fill out this form and mail it back to:

**Spring for Lyme
5 Greenwood Place
Baltimore, MD 21208
443.743.9006**

Name _____

Title _____

Company/Organization _____

Address _____

City _____ State _____ Zip _____

Phone _____ Email _____

I would like to buy ___ tickets for \$75 each (please order by 5/4/12)

VIP Table \$1,000. (limited number available)

I cannot attend, but would like to make a donation of \$ _____

PAYMENT METHOD

Check for \$ _____

Make check payable to: Spring for Lyme

To order online visit www.springforlyme.org

How did you hear about this event? _____

You will receive a confirmation email that includes a receipt for tax deduction.
Spring for Lyme is a 501(c) 3 foundation. Federal Tax ID: 52-1907688