



The Emerald Ball

Dear Friend,

Please join us at Belfast's Europa Hotel on Saturday 13th March 2010 for the second Emerald Ball in aid of Struggle Against Muscular Dystrophy (SAM).

Leading NI glossy monthly "IN Magazine" recently nominated the inaugural Emerald Ball in the category of "Most Glamorous Event of 2009". Described in the local media as the "new highlight of the NI social calendar" we are confident that the 2010 event will be even bigger and better than before and we would be delighted if you would reserve the date in your diary and join us for a night of spectacular entertainment all in aid of an extremely good cause. Entertainment for the 2010 Emerald Ball is still top secret, but we can reveal that Jimmy Nesbitt and Emma-Louise Johnston will once again be hosting the event.

Thanks to your enormous generosity the 2009 Emerald Ball raised over £65,000. As a uniquely 'zero cost charity' every pound raised through this and other events goes directly to fund research into Congenital Muscular Dystrophy.

Thanks to you SAM has funded the set up of an International CMD Patient Registry (an essential pre-requisite to research) and, following the decision of our medical advisory panel, we will shortly be announcing the winner of the first SAM Translational Research Grant to the tune of £100,000. We must continue to fund this crucial research into its second and subsequent years in order to find an effective treatment or a cure for this disease, bringing hope to thousands of families not just here in NI, but all over the world.

As a previous supporter of the charity we would once again express our immense gratitude for your involvement. We hope that tables for the 2010 Emerald Ball will be snapped up very quickly. Standard tables for the event are priced at £1000. Alternatively premium tables may be purchased at £1,250, and packages which include advertising and sponsorship are also available. To book a table or pay by credit card please call Sarah at 028 90 261 900, or post a cheque payable to Struggle Against Muscular Dystrophy, 23 Botanic Avenue, Belfast BT7 1JG. For further information please email ball@helpsam.info.

Kind regards,

On behalf of Struggle Against Muscular Dystrophy
www.helpsam.info

All proceeds from The Emerald Ball will be donated to Struggle Against Muscular Dystrophy.

Struggle Against Muscular Dystrophy is a zero cost charity. Those persons involved in the charity give their time, expertise, products and services free of charge. This means that every penny raised can go directly to research into Muscular Dystrophy.

Struggle Against Muscular Dystrophy (S.A.M) • 23 Botanic Avenue Belfast BT7 1JG • Email: ball@helpsam.info