

2012 CASTING 4 A CURE PORTFOLIO OF EVENTS

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“Every Cast Gets Us Closer”

Casting 4 a Cure was founded in 2008 on a dream to help researchers find a cure for Rett Syndrome, while also helping Rett Syndrome families in the here and now. To date, the team at Casting 4 A Cure has raised over \$150,000 for The International Rett Syndrome Foundation thru our events. Our 2012 goal is to donate an additional \$100,000 to IRSF to support the current Research to Reality campaign.

C4C participants come from all over the US and Canada and are a vital part of the fundraising process. Teams are in charge of raising funds as part of their entry fees to the event. This works as a positive on two fronts; it helps to “virally” spread awareness about Casting 4 A Cure and it allows the competitors to come to these events with little or no out of pocket money based on the time and effort they put into their fundraising. We also work closely with our corporate partners to ensure they have a significant presence at each event.

The format and the events have become so popular, that within just three short years, we have doubled the amount of events held, increased event participation by 10 fold, and by the end of 2012, will have raised over \$200,000 in critical funds for Rett Syndrome research and family support.

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Our 2012 events will be held in four of the most incredible and hallowed fly fishing destinations in the West. The schedule and event locations are:

- 1) Steamboat Springs, CO, July 26-28. This 4th Annual event will again be held on some of the most spectacular ranches that line the Elk and Yampa Rivers. The teams will have more than a few chances to land double digit numbers of the 20”+ Rainbows and Browns that inhabit these waters. (SOLD OUT for 2012)
- 2) Victor, ID, August 23-25. The idyllic Teton Range provides the backdrop to some of the best dry fly fishing in the US. Twenty four teams battle it out on the S. Fork of the Snake with the help of the WorldCast guides. Anglers can register a Rocky Mtn. Grand Slam here, landing Cutthroats, Rainbows, Browns and Cuttbows in big numbers. (SOLD OUT for 2012)
- 3) Bar Z Riverside Ranch, Sulphur Springs, MT Sept 20-23. Seven lucky teams will visit the world famous Bar Z Ranch, which offers world class Montana fly-fishing trips on more than 10,000 acres of a working Montana cattle ranch. We have exclusive access to more than 16 miles of private water including 10 miles of Sheep Creek, 4 miles of the famed Upper Smith River, 3 miles of the N. Fork of the Smith, and a 20 acre private lake teeming with big Rainbows, Browns, and beautiful Brook Trout. Landing multiple four to six lb. Browns here is a real possibility. (SOLD OUT for 2012)



CASTING 4 A CURE

Casting 4 A Cure was an idea born out of necessity; necessity to find a cure for Rett Syndrome. I wanted to combine my passion for fundraising with one of my other passions, fly fishing. My original plan was for four or five guys to go up to the Rockies and have some fun and raise a little money for Rett Syndrome. As time went on and more people caught wind, they said "I want in." Who am I to say "No". So we figured out the logistics on how to put together a world class flyfishing event with a twist. We now hold tournaments each summer in Steamboat Springs, CO, Victor, ID and Sulphur Springs, MT.

The tournaments combine two days of fishing and fun on some of the best flyfishing water in the Western US. Fantastic scenery, luxury lodging, amazing food, and a live auction filled with world class trips, amazing flyfishing art, and great gear from all our sponsors round out the weekend.

With many thanks to our sponsors and participants, we have been able to donate over \$150,000 since 2008.

Proceeds from the events help to fund critical research through the work of the renowned researchers affiliated with the International Rett Syndrome Foundation. We are also very involved in family support programs for families dealing with the devastating effects Rett Syndrome imposes on them. Our goal is to raise over \$500,000 for research projects by 2015. And with your help, "Every Cast Gets Us Closer to a Cure"

-Bill Farnum

THANKS TO OUR 2012 SPONSORS

FARBANK ENTERPRISES
FISHPOND
SCOTT RODS
PATAGONIA
COCA COLA
COSTA SUNGLASSES
NIKE
YETI COOLERS
HOWLER BROS.
DRY FLY DISTILLING
SWEETWOOD CATTLE CO.
BIG AGNES
LOON
TETON SPRINGS LODGE
WORLDCAST ANGLERS
STEAMBOAT GRAND HOTEL
BAR Z RIVERSIDE RANCH
THE FLY FISHING FILM TOUR



Bill FARNUM EXECUTIVE DIRECTOR OF CASTING 4 A CURE has been an avid fisherman as long as he can remember. He picked up his first fly rod on a trip to the Upper Sacramento River while attending college at UC Davis. He lives in Sherwood, OREGON with his wife Beth and their three children; Owen, Alex and Ella, who was diagnosed with Rett Syndrome in December 2007. Bill has worked for Nike for the past 16 years and founded Casting 4 A Cure in 2008. The other members of the Casting 4 A Cure Team include Jim Copeland, Bryan Huskey, and Doug Powell. Our corporate partners include, Sage, Fishpond, Scott, RIO, Coca Cola, Nike, Costa Sunglasses, and Patagonia.

2012 CASTING 4 A CURE CEO CHALLENGE

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"Every Cast Gets Us Closer"

Fall means two things in our household; Fishing and Football. And this year we want to bring them both together to help fund an incredibly important step to finding a cure for Rett Syndrome, the core goal of Casting 4 A Cure. As a corporate partner of Casting 4 A Cure, we would like to invite you and your senior management teams to have a little fun and join our **2012 Casting 4 A Cure CEO Challenge** (C4CEOC) brought to you in part by Nike and the National Football League.

You have received this special invite as you are either a CEO (or pretty darn close...) and we'd like to put a challenge out to you to help us raise \$50,000 jumpstart the recently revealed clinical trials for the drug NNZ-2566 which was developed by Neuren Pharmaceuticals. The trials are funded thru the International Rett Syndrome Foundation and they will be starting this year at Houston's Children's Hospital. There are some very exciting preliminary reports that could truly help lead us to the treatment of Rett Syndrome. Please see attached press release for additional info.

Casting 4 A Cure is a certified 501c3 organization, and all proceeds will go to fund the trials. All of us involved in Casting 4 A Cure volunteer 100% of our time to the cause.

In the process of helping to fund this incredible "ray of hope" for the thousands of families who have a child suffering from Rett, we would like to give some pretty cool things back to say thanks. The Challenge is simple; the more you are able to donate, the cooler the prizes! Here's how it works:

If you or your organization raises the below amounts, then we'll hook you up with great gear from your favorite NFL or NCAA Football teams, as well as possibly earning tickets to see your team in action. And we have thrown in some other great prizes along the way to keep you and your teams motivated!

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Here's how you can get the real goods while doing some real good! **All donors will also receive one (1) entry into the Grand Prize Drawing which will be held on Aug 28th during the Casting 4 A Cure event at Teton Springs Lodge. Winner does not have to be present to win.**

Donations:	Prizes:
\$500	Two (2) Nike NFL or Nike NCAA football items of your choice (jerseys, polos, jackets, fleece, or tees)
\$1,000	Your choice of Two (2) Nike NFL or Nike NCAA football items of your choice and Two (2) pairs of Nike Free shoes OR a commemorative Casting 4 A Cure SAGE ONE 5wt. flyrod.
\$2,500	Your choice of Four (4) Nike NFL or Nike NCAA football items of your choice and Two (2) Nike FUEL bands, as well as a commemorative Casting 4 A Cure SAGE ONE 5wt. flyrod.
\$5,000	Four (4) tickets to a regular season NFL game or Nike Sponsored NCAA football game of your choice. Also includes Four (4) Nike NFL or NCAA football jerseys of your choice. To make the tailgate a success, we'll also throw in a customized YETI cooler with your company's logo. Airfare and hotel not included.
\$7,500	Four (4) tickets to a regular season NFL game or Nike Sponsored NCAA game of your choice, Four (4) Nike NFL or NCAA jerseys, Two (2) pairs of Nike Free shoes, Two (2) Nike Fuel bands and a customized YETI Tundra cooler emblazoned with your company's logo. Airfare and hotel not included.
\$10,000	Four (4) NFL or NCAA jerseys or Four (4) tickets to any regular season NFL game or Nike Sponsored NCAA football game of your choice, roundtrip coach airfare for two and one night hotel included. We'll also throw in a customized YETI cooler with your company's logo on it.
GRAND PRIZE:	A three night, four day trip for two to the spectacular Teton Springs Lodge (www.tetonspringslodge.com) Also included is a spa session for two, your choice of either two rounds of 18 holes on their stunning championship golf course or a fly fishing day for two courtesy of World Cast Anglers and a 5 wt. SAGE ONE flyrod. Airfare not included.



2012 CASTING 4 A CURE CEO CHALLENGE

"Start by doing what is necessary, then what is possible, and suddenly you are doing the impossible."
- St. Francis of Assisi

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We need your help to fund these critical research and family support programs. Your donation or partnership pledge will do great things for the thousands of young girls afflicted with Rett Syndrome. To become a member simply indicate below the level of support. All donors who enter will be entered in the Grand Prize Drawing.

I wish to pledge my partnership and become a member of the C4C CEO CHALLENGE.

\$500 ____ (2) Nike NFL or NCAA Football items of your choice.

\$1,000 ____ (2) Nike NFL or NCAA Football Items, (2) pairs of Nike Frees OR a commemorative 2012 C4C SAGE ONE 5 Wt Rod

\$2,500 ____ (4) Nike NFL or NCAA Football items, (2) Nike FUEL Bands, AND a commemorative 2012 C4C SAGE ONE 5 wt. rod.

\$5,000 ____ (2) Tickets to a regular season NFL game or Nike sponsored NCAA football game of your choice, (2) NFL or NCAA jerseys, and a custom YETI cooler. Airfare and Hotel not included.

\$7,500 ____ (4) Tickets to a regular season NFL or Nike sponsored NCAA football game of your choice, (4) jerseys, (2) pairs of Nike Free shoes, (2) Nike FUEL Bands, and a custom YETI cooler. Airfare and Hotel not included.

\$10,000 ____ (4) Tickets to a regular season NFL or Nike sponsored NCAA football game, round trip coach airfare for two, and one night hotel room for two included. And a custom YETI cooler with your company's logo for the tailgate.

Name: _____

Company: _____

Address: _____

Email: _____ Phone: _____

Make an online donation at www.Casting4ACure.com, or contact Bill Farnum at 720.635.2572 or email us at bill@casting4acure.com. You can also mail your donation in check form to:

Casting 4 A Cure- 16933 SW Cobblestone Dr. Sherwood OR 97140

Thank you so much for your generous support of Casting 4 A Cure. "Every Cast Gets Us Closer"