

July 2009



Dear Family & Friends,

This October will mark our tenth year of coming together to fight cancer. So much has been accomplished & we have all played a part in the progress that is being made.

I have been looking forward to this year's tournament with great anticipation. As always, all the details and happenings of the weekend are included in this mailing in addition to being available online at [bkhopecures.com](http://bkhopecures.com). We have worked hard to continue to make the BK Invitational a premiere fundraising event. We realize you are asked & have opportunities to participate in many worthy outings – we thank you for considering our event.

The BK Invitational will continue to benefit some of the top cancer facilities, research & foundations in the world. The following will give you a glimpse of what is happening with our beneficiaries.

**The Penn State Hershey Cancer Institute Building Grand Opening!**

On June 25, 2009 the ribbon was cut opening the new PS Hershey Cancer Institute Building – a four story, 180,000 sq ft facility that will be the new home to clinical & research operations. The institute will offer cutting edge protocols, the latest radiation therapy in addition to state of the art exam rooms & extensive outpatient services. Research is making progress every day in the fight against cancer. Some of this progress is being made in our backyard in Hershey, PA!

**The Hutch**

The Fred Hutchinson Cancer Research Center in Seattle continues to lead the world in cancer research and patient care. The Hutch currently boasts three Nobel Laureates among their numerous dedicated researchers & physicians who are conducting promising initiatives that will improve health globally.

The Hutch is the leader in a new field of treatment of cancer called immunotherapy which offers fewer side effects than standard cancer drugs, radiation & surgery. This type of therapy utilizes a patient's own T-cells to deliver chemotherapy directly to cancer cells. Immunotherapy also stimulates the patient's immune system to fight cancer.

**The Lance Armstrong Foundation**

The LAF is making cancer a global priority. There are 28 million people living with cancer in the world today. Lance has jumped back on the bike in an effort to deliver the foundation's message around the world while continuing to inspire us all with his desire to help others & compete as a cancer survivor.

I sincerely thank you for your support over the years. Many of you have been involved with the BK Invitational every year since its inception. Your commitment as a sponsor, golfer or dinner guest makes this event a success on all levels.

The sobering truth is cancer does not care about the economy. We must remain committed to fighting this disease. My mission continues to be to offer hope to those fighting cancer.

I look forward to coming together with you all to share our friendship, generosity & maybe even a celebratory drink! As always, if you need anything – call or email me directly!

Sincerely,

Bob Kiesendahl

cc Joan Kiesendahl