



OVERVIEW - RACE AGAINST PH

WHAT:	A 5k (3.1 mile) fun run/walk
WHY:	To raise awareness and funding for the fight against pulmonary hypertension - a disease which affects the heart and lungs of children and adults.
WHEN:	Sunday, November 7, 2004 - 9:00 am
WHERE:	In its 4 th year, the Race Against PH will take place on and around the Stanford University Campus with an Olympic style finish in Stanford Stadium.
WHO:	Competitive and casual runners and walkers, Stanford students, staff, and faculty, patients, families, medical providers, and supporters of the Bay Area PH community. All ages and fitness levels are welcome.
ABOUT THE SPONSORS:	<p>The Vera Moulton Wall Center at Stanford seeks to enhance the lives of patients with pulmonary vascular disease by providing the highest level of clinical care, providing advanced training opportunities for physicians and other health care providers, and participating in clinical and bench-top research in pulmonary vascular disease. Through the sponsorship and support of community and educational events, the Wall Center aims to bring increased awareness and support for the fight against PH.</p> <p>The event is produced by J&A Productions, one of the Bay Area's premier event management and marketing companies. With over 12 years experience, J&A produces many of California's largest participatory special events.</p>
PROMOTION & MARKETING:	<i>Race Against PH 2004</i> is being aggressively marketed through out the Bay Area and on the World Wide Web. Publicity and promotion will include print and electronic media as well as posters and flyers distributed to runners, Stanford affiliates, patients, and physicians throughout the Bay Area.
SPONSORSHIP BENEFITS:	<p>This is an exceptional opportunity to reach the sophisticated Bay Area market</p> <ul style="list-style-type: none"> Remember, even non participants, the public will see your company aligned with Stanford University and Medical Center Reach a large audience with repeated impressions – your company name/logo will appear on all posters and promotional materials
MAKE A DIFFERENCE:	Show your company's commitment to the PH community and the residents of the Bay Area.

For more information: 800.640.WALL(9255) or wallcenter@stanford.edu