Ian's Friends Newsletter

SUMMER 2011

Ian's Friends Foundation ▪ 855 Marseilles Drive; Atlanta, GA 30327 ▪ www.iansfriendsfoundation.com ▪ 404.323.3352

Letter from Cheryl & Phil Yagoda

Dear Friends,

We hope our newsletter finds all of you well and that you are having a wonderful summer. Things are progressing at the Foundation. We continued on our mission of finding new labs to invest in, and most recently, finalized funding for a new research project at NYU Langone Medical Center. This project's significance will focus on the sprouty expression in low grade gliomas. The goal of the lab is to study the protein expression in subgroups of pilocytic low grade astrocytomas (category of brain tumor) with different mechanisms of RAF/RAS/MEK/ERK pathway activation. We are very excited about the potential of this new investment and our accomplishments on our existing projects.

In addition, IFF has focused on outreach this year, which has flourished thanks to younger generations. Erin and Adina Beiner, for the third year in a row, spearheaded the most successful **Ice For Ian** in February. IFF was also the focus of 2 school projects lead by Dori Greenberg, Ronnie Sadero and Yarden Hayut of the Epstein School and Michelle Italiaander of Yeshiva High School. **IFFest** was a huge success. Co-chairs Allison Smith and Jennifer Bodner, along with a huge list of volunteers, put on an event to remember. With over 400 people in attendance, it was wonderful to spend the afternoon with so many new supporters and old-time friends, while seeing all the children's happy, painted faces and funny hairdos.

Inside This Issue

Fundraising Update	1-3
IFFest 2011 in Review	2
Ice for Ian 2011 Recap	3
Evening of Inspiration Details	3
Palm Beach Baseball	4
Board of Directors	4
Mission Statement	4

Looking forward, we are very excited about the upcoming **Evening of Inspiration** this year at the Loews Hotel in Atlanta on October 22, 2011. Our wonderful co-chairs, Barbara Roos and Kasey Asarch, are pleased to announce that **Collective Soul** will play live at this year's event. We hope this new venue will attract increased support from communities both inside and outside Atlanta. As this disease attacks all demographics, races, creeds and faiths, please spread the word to all you know about the event. We would love to fill the Loews with a record IFF crowd!

We again thank all of you. Without your kindness and support, we at Ian's Friends Foundation could not help the vast number of children battling brain tumors. Because of our "Friends," we have been able to create hope for these children. Thank you for your Friendship.

With all our appreciation,
Cheryl and Phil Yagoda

Little Friends Make a Big Difference

IFF Lemonade Stand

Fundraising starts with FUN events and we appreciate every ounce of support. On their own, these precious children dedicated their lemonade stand earnings to IFF. Thanks for your hard work and heartfelt effort.

Front row: Ruby Frohman, Rachel La Kier.
Back row: Dylan Frohman and Conner; not pictured: Emily Anderson.

CHECK OUT PHOTOS FROM PAST EVENTS AND REGISTER FOR UPCOMING EVENTS AT www.iansfriendsfoundation.com

IFFest 2011

On May 22, 2011 a new standard was set for kid indie rock and roll at Sandy Springs Heritage Green Park. IFFest was a huge success with participation from amazing friends, sponsors and rockin' bands that kept the kids on their feet. The fun-filled event netted $11,000 for pediatric brain tumor research. Thank you to Jimmy Baron for being a great emcee throughout the day's events. A special thanks to our talented line up of performers: Andy Irwin, The Baby Grands, Laughing Pizza and The REMakes. Let's hear it for our sponsors: AuntBobo Photography, The Big Ketch, Branded by Smith, Fair Hair, IceBox, Loco's, Teela Taqueria, We Rent Atlanta, and Yoforia. Huge thanks to Shauna Achey for designing the vibrant IFFest Guitar logo.

IFFest could not have happened without our rock star planning committee, host committee and team of volunteers. The list is vast, and we thank all of you from the bottom of our hearts. Check out our website for more great photo memories from the day.

Ice for Ian 2011

In the heat of this summer, a little ice is a nice memory. Close to 200 people, many of them teens, gathered on Sunday, February 6, to participate in Ice for Ian. Ice for Ian is a student run event that raises funds to support Ian's Friends Foundation. The program began as Erin Beiner's Bat Mitzvah project, and her sister Adina joined the effort last year. This year, a committee helped plan the event, which raised $2,000. Epstein School seventh grader Bailey Yoels adopted Ice for Ian as her Bat Mitzvah project and hopes to continue participating next year. Erin, now a ninth grader, hopes to broaden the committee, promote education in the schools, and bring together even more people next year. The event was held at Marietta Ice Center, which once again kindly donated their facility to the cause.

Adina Beiner, Ian Yagoda, Sophie Yagoda, Erin Beiner and Arly Yagoda pose for a picture

The Planning Committee (Back row L to R) Adina Beiner, Erin Beiner, Ivana Videlefsky, Lipaz Avigal, Daniella Friedman, Adina Karpuj (Front row LtoR) Reanna Edlin, Baily Yoels

Atlanta ninth graders hold up ice traffic: (L to R) Elliot Salzberg, Ivana Videlefsky, Erin Beiner, Sydney Perlow, Adina Karpuj, Olivia Sachs, Daniella Friedman, Lipaz Avigal, and Josh Weissmann

Upcoming Events

Fourth Annual Evening of Inspiration
October 22, 2011 – SAVE THE DATE

This year's gala will be held at the exquisite Loews Hotel in Midtown Atlanta on Saturday, October 22, 2011.

IFF has hosted some spectacular galas in previous years and our upcoming event will be no exception. Guests will enjoy a **Live Concert by Collective Soul** with dinner, dancing, entertainment and both silent and live auction items that are beyond compare.

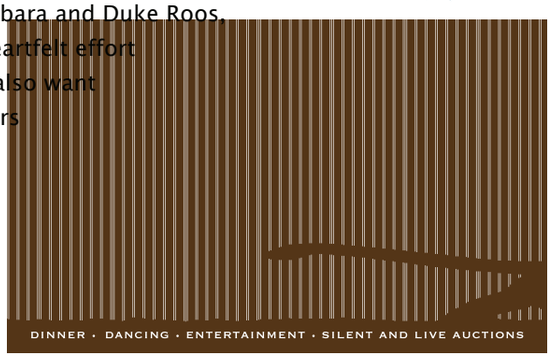
The Evening of Inspiration is IFF's biggest fundraiser of the year, and sponsors play a huge role in the level of funds that are ultimately contributed to IFF labs. Sponsorship opportunities will be available prior to the event to secure priority concert seating and an invitation to an Exclusive IFF Sponsor Party based on level of donation. Sponsorships confirmed by August 10, 2011 will be acknowledged on the formal invitation for this event.

We are so grateful to our event co-chairs, Kasey and Todd Asarch and Barbara and Duke Roos, for dedicating their time and heartfelt effort to make this event special. We also want to thank the countless volunteers who will help them produce an event of this magnitude.

Tickets are now available at $250 per person. $200 per person for guests under age 30.

Tree of Life Sponsorship Levels:

Tree	$25,000	Name of Sponsor Included in Formal Invite; Priority Seating Including One Table of 12; Invitation for 6 to Exclusive IFF Sponsor Party; Recognition in Program
Trunk	$15,000	Priority Seating Including One Table of 12; Invitation for 4 to Exclusive IFF Sponsor Party; Recognition in Program
Branch	$10,000	Priority Seating Including One Table of 10; Invitation for 2 to Exclusive IFF Sponsor Party; Recognition in Program
Limb	$5,000	6 Tickets to Event; Invitation for 2 to Exclusive IFF Sponsor Party; Recognition in Program
Leaf	$2,500	2 Tickets to Event, Invitation for 2 to Exclusive IFF Sponsor Party; Recognition in Program
Root	$1,000	2 tickets to event; Recognition in Program



If you have any questions or interest in volunteering for Evening of Inspiration, please email Cheryl@iansfriendsfoundation.com.

Palm Beach Baseball Supports IFF

Florida-based Palm Beach Baseball is a college showcase program founded by former Marietta resident Camilo G. Rodriguez. Showcase teams will visit East Cobb this summer and give special needs kids a chance to dress in full uniform and be part of the team. These future All Stars will mentor and share their love of the game, while the kids serve as the most inspirational batboys and batgirls in Georgia. Call IFF for information on how your child can participate in the East Cobb experience.

Board of Directors

Joel Babbit
Dr. Arthur Bodner
Jennifer Babbit Bodner
Rita Bodner
Gregg Freishtat
Mike Gelfond
Seth Greenberg
Stephen Greenberg
David Hirsch
Justin Hong
Anthony Kim
Michelle Leven
Erica Lewis
Dr. Steve Lipsky
Roxanna Morran
Allison Olim
Anthony Santorelli
Michael Schamroth
Larry Smith
Richard Steinberg
Andrew Tarica
Cheryl Yagoda
Philip Yagoda

To donate or see how you can help, contact 404.323.3352 or cheryl@iansfriendsfoundation.com

www.iansfriendsfoundation.com

IFF Mission Statement: Ian's Friends Foundation (IFF) is a nonprofit organization (501c3) committed to funding the support of pediatric brain tumor research. We accomplish our mission by undertaking and supporting initiatives at research institutions around the country that focus on developing new therapeutic methodologies for the treatment of pediatric brain tumors. IFF seeks to identify projects that are dedicated to overcoming and abating pediatric brain cancer. Before the inception of IFF, very little research was being done specifically for pediatric brain tumors. IFF was created in the hopes of finding promising and alternative therapies in addition to conventional ones. We also seek to bring public awareness to the severity of pediatric brain tumors and the funding so desperately needed to sponsor research to ultimately find a cure. With your help, we hope that a few will be able to help the many children afflicted with this terrible disease.

Thank you to Rachael Abt and Nancy Rinzler for all your help on this newsletter.

Look inside to see what's going on with Ian's Friends, and make note of our events to come.

Thanks for your support!

Ian's Friends Foundation
855 Marseilles Drive
Atlanta, GA 30327

Non Profit Org.
US Postage
PAID
Atlanta, GA
Permit 2036