



Our four-year-old daughter, Addison, was born with a rare metabolic disease called Phenylketonuria (PKU).

PKU is a rare, in-born error of metabolism that prevents affected individuals from properly metabolizing an essential amino acid called Phenylalanine. PKU requires a life of unimaginable dietary restrictions to ensure optimal health. We are partnering with the National PKU Alliance (NPKUA) to raise money for PKU research and to ultimately, find a cure. We need to raise funds to accelerate the science of PKU by funding the most promising peer reviewed research that will lead to new therapies and to ensure a life without limits.

Our fundraiser, *Lifting the Limits for PKU*, will take place in Philadelphia, Pennsylvania on April 27, 2019. **All funds raised will go to the NPKUA Fund to grow and strengthen the quality and quantity of PKU research to accelerate the development of new therapies and an eventual cure.**

Without prohibitively expensive medical food, special formula, and constant monitoring with blood tests, these children can develop mental challenges in a short period of time. Because it is a very rare disease – there are **only 16,455 people with PKU in the US** today – the burden of funding therapies and finding a cure falls on those families and individuals who are personally affected by this disease. If left untreated, PKU will cause phenylalanine to build up to toxic levels in the brain, and lead to intellectual disabilities, seizures, behavioral problems and mood disorders. **There is currently no cure available**, only treatments to help manage the effects of PKU. We know today that those treatments are not good enough. That's why our children live on roughly 7 grams of protein per day. To put that in perspective, that's 2 slices of bacon.

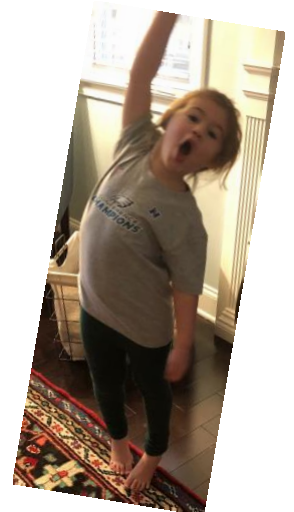
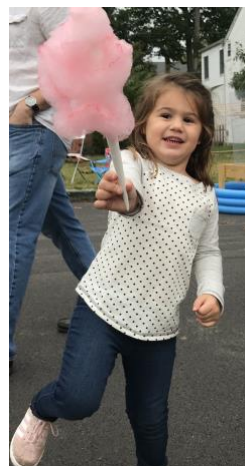
This one-time event will bring together generous and supportive friends, families, and community leaders for a memorable evening of dinner, live and silent auctions, and entertainment. We hope that our dream will lead to the realization of another dream for thousands of children...life without the daily struggles of PKU. **We invite you to be a part of the dream and join us** in the City of Brotherly Love to help us Lift the Limits for PKU!

Please help us to Lift the Limits for PKU! Please consider joining us in one of the three ways as we work toward a future where no parent ever has to hear the words “your child has PKU,” followed by the words, “and there is no cure” again.

Thank you for your time and sincere consideration in advance.

With hope and gratitude,
Alexis Castellani

Co-Chair, *Lifting the Limits for PKU*, Philadelphia, PA
E-mail: LexeC13@gmail.com
Phone: 267-225-8175





BUY A TICKET AND ATTEND THE EVENT

Tickets for the April 27, 2019 event will be available for purchase for \$275/ticket on our event website - <https://npkua.org/NewsEvents/LiftingtheLimits/Philadelphia2019> starting **Saturday, September 1, 2018**. Being there in person would mean so much to our family and would also make the entire PKU community feel supported in their journey toward a cure for PKU.

We will be sending out an email Save the Date in September 2018. **Please let me know if I may add your name to the guest list.** Your time and financial commitment is appreciated.

SPONSOR THE EVENT OR ENCOURAGE ORGANIZATIONS TO SPONSOR THE EVENT

Sponsorships are the life-blood of this fundraiser and will create the meaningful contributions to the National PKU Alliance and the search for a cure to PKU.

Please consider sponsoring *Lifting the Limits for PKU* at one of the levels outlined on the enclosed pledge form.

If you are interested in making a donation or becoming a sponsor, please contact me, or visit the event webpage for directions <https://npkua.org/NewsEvents/LiftingtheLimits/Philadelphia2019>

DONATE AN AUCTION ITEM

We are seeking auction items and specifically unique experiences that will help make the live and silent auction both memorable and fun for all involved. If you would like to contribute an item or experience to the auction please contact Erin Stottlemeyer-Gold LTLPhillyAuction@gmail.com

For more information, please go to <https://npkua.org/NewsEvents/LiftingtheLimits/Philadelphia2019>, or email at liftingthelimitsphilly@gmail.com.



IN THE CITY OF BROTHERLY LOVE *a benefit for the National PKU Alliance*

WHAT

National PKU Alliance's Lifting the Limits for PKU is a one-time gala taking place in the City of Brotherly Love. The evening will include a silent and live auction, dinner, entertainment, and fun. Our goal is to raise funds for the promising, peer reviewed research necessary to elevate PKU treatment and find a cure!

WHEN

Saturday, April 27, 2019

VIP Reception – 5:30 p.m.

Cocktails and Silent Auction – 6:30 p.m.

WHERE

The 23rd Street Armory

22 South 23rd Street

Philadelphia, PA 19103

Questions and requests for additional information can be made to:

Alexis Castellani, 267-225-8165

Betsy Madonna, 215-760-9619



\$25,000 - INDEPENDENCE

- Recognition as **Presenting Sponsor** – in all event collateral and promotions, including invitations, website, social media, signage, program and event press materials
- Opportunity to provide company information/merchandise to guests
- Twenty (20) tickets to attend the V.I.P. cocktail reception and main event
- Two (2) bottles of champagne at your event tables
- Two (2) complimentary Ritz Carlton Hotel Rooms with overnight valet

\$20,000 – WILLIAM PENN

- Recognition in event collateral and promotions, including invitations, website, social media, signage, and program
- Opportunity to provide company information/merchandise to guests
- Twenty (20) tickets to attend the V.I.P. cocktail reception and main event
- Two (2) bottles of champagne at your event tables
- One (1) complimentary Ritz Carlton Hotel Room with overnight valet

\$10,000 – BEN FRANKLIN

- Recognition in event collateral and promotions, including invitations, website, social media, signage, and program
- Opportunity to provide company information/merchandise to guests
- Ten (10) tickets to attend the V.I.P. cocktail reception and main event
- Two (2) bottles of champagne at your event table

\$5,000 – LIBERTY BELL

- Recognition in event collateral and promotions
- Opportunity to provide company information/merchandise to guests
- Ten (10) tickets to attend the V.I.P. cocktail reception and main event

\$2,500 – ROCKY

- Recognition in event collateral and promotions
- Six tickets to the event

Please return this form to:

National PKU Alliance, PO Box 1872, Eau Claire, WI 54702 or by email to liftingthelimitsphilly@gmail.com

Phone: 715-495-4008 Fax: 715-713-0138

Please email logos to Alexis and Betsy by email at liftingthelimitsphilly@gmail.com
Corporate matching opportunities are available and can be discussed with Alexis or Betsy
Event Information: www.npkua.org/newsevents/liftingthelimits/philadelphia2019



IN THE CITY OF BROTHERLY LOVE
a benefit for the National PKU Alliance

Tax Deductible Contribution \$ _____

We regret we cannot attend this one-time Philly Gala, but wish to help Lift the Limits for PKU with our 100% tax-deductible contribution.

Sponsorship Commitment \$ _____

We are proud to help Lift the Limits for PKU by sponsoring this one-time Philly Gala.

Name Company Title

*Contact Information (if different) for Logo and Other Sponsor Information

Address

City State Zip

Email Phone

- Our check payable to NPKUA for \$ _____ is enclosed.
 Please charge \$ _____ to my credit card: Visa MC American Express Discover

CC#: _____ Exp. Date: _____ CVV Code: _____

Name on
Card: _____ Signature: _____

Kindly send logos by email: liftingthelimitsphilly@gmail.com ♦ **Corporate matching opportunities are available and can be discussed.**
Please complete and return this form by mail to: National PKU Alliance ♦ P.O. Box 1872 ♦ Eau Claire, WI 54702 or fax to 715.713-0138
DONATIONS MADE TO THE NPKUA ARE TAX DEDUCTIBLE AS ALLOWED BY LAW TAX ID #26-2849140