



dedicated to finding a cure

July 16, 2010

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Dear Balboa Park Committee,

In April 2010, the San Diego Juvenile Diabetes Research Foundation's *Walk to Cure Diabetes* was approved by the committee to be held in Balboa Park on Saturday, November 13, 2010. After holding our Walk awards reception at the Hall of Champions for the past several years, we are thrilled to expand our existing relationship with Balboa Park. JDRF San Diego is honored to have the opportunity to return to Balboa Park to hold our 23rd annual event in one of San Diego's historic landmarks.

JDRF's Walk draws people together in a healthy activity for a worthy cause, raising money to help find a cure for diabetes. There are 24 million Americans living with diabetes in the United States. Although it is not known what causes type 1 diabetes, we are well aware that a poor diet and lack of exercise can trigger type 2 diabetes. With the growing problem of obesity and higher rates of type 2 among our children, JDRF offers the *Walk to Cure Diabetes* as a fun and fit event in the community.

Not only has a 5K route been the local tradition here in San Diego, it is also a great length for walkers to get some beneficial exercise. After many successful Walks at UCSD, Mission Bay, and previously at Balboa Park, the participants at our Walk have become accustomed to and are expecting a 5K route to walk or run. We feel the current route of under 3K will leave the majority of our participants dissatisfied and with the desire for a greater work out.

Therefore, we are requesting an extension of the currently approved route to the south of Laurel Street /El Prado. The narrative of the request is attached. The JDRF logistics committee has had frequent discussions about expanding the route and has made numerous visits to Balboa Park since the approval last April. We will also be working with SDPD's Officer Debbie Freymueller to ensure the Walk is executed smoothly with minimal impacts to Balboa Park and the surrounding community. Our intention with this request is to ensure an enjoyable event for all.

We are in the process of working with Sue Varga, Director of Balboa Park Marketing, on partnership opportunities intended toward increasing traffic of JDRF families into the museums during the weekend of the Walk. The San Diego Natural History Museum and the Air & Space Museum are in support of holding our event in Balboa Park and have agreed to offer discounted museum tickets to our JDRF Walk participants. By early August, we expect to know what other museums will be partnering with our organization. It is our hope that JDRF is able to strengthen our relationship with Balboa Park, and ultimately hold the *Walk to Cure Diabetes* at Balboa Park for years to come.

Thank you for your consideration.

A handwritten signature in black ink, appearing to read "Alexis Rodriguez", is written over the typed name.

Sincerely,
Alexis Rodriguez
JDRF Special Events Manager