

Dear Fellow Greater Westborough Area Business,

Always looking for ways to contribute to our great community? I know I am and I'm always seeking to make our world a better place. As such I wear many hats . . . musician, educator, runner, organizer, business owner, etc., etc. on a daily basis and my list of missions is forever growing. In 2023 I returned to long distance walking for my own health reasons . . . but walking quickly became trotting, which became running for others as well as myself . . . 5Ks, then 10Ks, and more. I am reaching out to you with the hope that you might be interested in being a part of my latest endeavor: A HALF MARATHON! . . . So, please read on . . .

In February 2025 my life as I knew it was significantly changed when someone who will forever mean the world to my musical life was diagnosed with Stage IV Pancreatic Cancer. He bravely fought this formidable disease for over a year and a half. More than once, it appeared he was winning and would eventually beat it (or at least that he would end up being one of the 13% who make it at least 5 years) . . . His doctors were even asking what his secret was . . . Then in between there were those times when his protocol needed to be changed to help him continue his journey. I rode the roller coaster of challenges right along with him. Sadly, on July 5th, 2026 my WHY, Maestro Steven M. Crawford, earned his purple wings peacefully in his sleep.

After the shock set in about his diagnosis, I Immediately I began seeking ways that I could help him, others like him, and their families. I discovered Project Purple (www.projectpurple.org) and with it I found hope . . . my new mission began . . . After running, fundraising, and promoting pancreatic cancer awareness throughout 2025 . . . Last November you may have seen me outside supermarkets singing and dancing my way to raising almost \$1,700 for Project Purple and my run in their Turkey Trot XXV as Allegra the Turkey, for example – and if you missed it check out Project Purple's blog about this fundraising endeavor

<https://www.projectpurple.org/a-song-a-run-a-costume-karen-amlaws-2025-turkey-trot-for-project-purple>) . . . this year I was officially selected to be one of Project Purple's national ambassadors, which is allowing me to continue my efforts in the fight for a world without pancreatic cancer on an even greater scale (Want a more detailed version of my story? – visit my Ambassador Page (www.karenamlaw.com/Project-Purple-Ambassador-Karen-Amlaw.html)).

You never know when you might meet people whose lives have been impacted by this formidable disease (either as friends / family members of patients or patients themselves). You may have heard about people like Steve Jobs, Alex Trebek, Ruth



Bader Ginsburg, Aretha Franklin, Luciano Pavarotti, or Patrick Swayze who've succumbed to this silent killer. But, that's only a few of those who've earned their purple wings over the years. Last fall Massachusetts lost state Representative Ann-Margaret Ferrante after a long battle with pancreatic cancer, our own state representative Kate Donaghue lost her husband to it too . . . In the past year, I've had the opportunity to meet many folks and hear their stories – I certainly have learned that it is much more common than I previously thought.

My WHY may have earned his purple wings, but that doesn't mean my journey is over . . . It has only just begun. I will forever be running in memory of Maestro Crawford and the many others like him who have been taken by this silent killer.

Earlier this spring I raised over \$1,800 for Project Purple running as Hopeful Helen on St. Patrick's Day weekend.

Here's where you can come in . . .

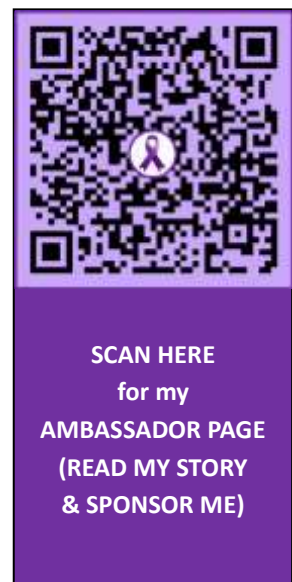
My next run for a World Without Pancreatic Cancer will be my longest yet: The **SONO HALF MARATHON** on October 4th, 2026 (for which I have set a goal to raise \$3,000)!

Won't you help me reach my goal?!

There are multiple ways to do so . . .

- Individuals / Businesses can **SPONSOR ME** for any amount (donations of \$25 or more receive a raffle entry for prizes from local businesses drawn at mid-night on race day). Venmo | Google Pay | All Major Credit Cards accepted – Visit my Project Purple Ambassador Page (www.karenamlaw.com/Project-Purple-Ambassador-Karen-Amlaw.html) for the links to sponsor. Want to make a **MEMORIAL DONATION**? Just write your memorial text in the comment box when you enter your donation.

Businesses interested in making **LARGER SPONSORSHIPS (\$250 OR MORE)** who have donated by August 31st will have the opportunity to have their logo added to the training shirts I will be wearing on a daily basis leading up to and following the SoNo race. Need Project Purple's tax ID number? Just let me know and I will provide it.



(More ways to help on the next page . . .)

- Businesses can **HOST A PROJECT PURPLE DONATION JAR** prominently at their location. Every little bit helps . . . \$1s, \$5s, \$10s, and even random coins all add up! (Email me at Amlaw2@aol.com – Subject: Project Purple Donation Jar or call / text me at (508) 948 – 5965 and I'll bring one to you).

- Businesses can **DONATE A RAFFLE PRIZE** (Gift Cards are great, as are actual business-related items). (Email me at Amlaw2@aol.com – Subject: Project Purple Raffle Prize or call / text me at (508) 948 – 5965 and I'll come pick it up).

- Businesses can host a **DONATION TABLE** outside their location at which your local Project Purple Ambassador can sing and collect donations. This option is available during the day / afternoons during the week (Email me at Amlaw2@aol.com – Subject: Donation Table or call / text me at (508) 948 – 5965 so we can work out times).

All supporting businesses will be posted among the ever-growing list of supporting businesses on my Project Purple Ambassador Page, which so far this year includes The BORO Sugarshack, Arturo's Ristorante, Lindsay Taylor SPAtique, Faris Farm Flowers, Julio's Liquors, Sneakerama, Trybe Fytness, Ted's Montana Grill, Roche Bros., Stop & Shop, Simple Enough Natural Foods, Brio 33 - New England Bistro, PR Running, Cha Cha N Beans, and Karen Amlaw Music.

Those who have expressed their support for my current run by August 31st will appear on my official SoNo Half Marathon posters around town.

I look forward to hearing from you. Together we can work to create a world without pancreatic cancer.

Sincerely,



Karen Amlaw,
Project Purple Ambassador
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www.karenamlaw.com/project-purple-ambassador-karen-amlaw.html