Continental Airlines is proud to partner with The Tom Coughlin Jay Fund Foundation and be the official airline of the *Champions for Children* Gala. The importance of its mission and how effectively and efficiently the Jay Fund helps those in special need has inspired us over the years to be a supporter of its work.

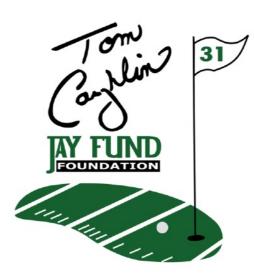
When a child is battling cancer, the family faces challenges that can be overwhelming to their spirits and finances. A helping hand to pay the mortgage, utilities, groceries or providing gas cards to defray costs of travel to doctors and treatments can be vital help in time of great need. The mission of the Tom Coughlin Jay Fund Foundation is to rally the resources together and provide financial and emotional support to families who have a child with cancer.

<u>Please join Continental Airlines</u>, along with the players and alumni of the New York Giants and guests from sports, media and corporate America for the Jay Fund Foundation *Champions for Children Gala* on October 1, 2010 at Cipriani 42nd Street in New York City. It is an inspirational evening to remember and the Continental Airlines team hopes you will be part of it!

Your generosity would have an immediate, positive and powerful effect. By taking a <u>table, tickets, an ad or making a contribution</u> you will provide great help, especially in these challenging times. Together, we can ease financial burdens and let the Jay Fund families know we stand by them while they stand with their brave children facing the battle for their lives. Thanks!



PLEASE BE A HERO FOR A CHILD WITH CANCER



The Annual Tom Coughlin Jay Fund Foundation Champions for Children Gala

OCTOBER 1, 2010

HONORARY CHAIRS

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The Annual Tom Coughlin Jay Fund Foundation Champions for Children Gala

HONORING

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FRIDAY, OCTOBER 1, 2010

CIPRIANI 42ND STREET 110 East 42nd Street New York City

BRUCE BECK

MASTER OF CEREMONIES

Special guests Players and Alumni from the **New York Football Giants**

6:30 p.m. Cocktail Reception & Silent Auction 7:30 p.m. Dinner & Live Auction

Business or Favorite Football Team Attire

The Tom Coughlin Jay Fund Foundation

Created in honor of Jay McGillis, this organization is a living testament to this very special young man who played football for Coach Coughlin at Boston College and developed leukemia while a member of the team. The courage, compassion and faith he demonstrated during the course of his illness were an inspiration to many people.

Founded in 1996 by Coughlin, the mission of the Tom Coughlin Jay Fund Foundation is to assist children with leukemia and other cancers and their families by providing emotional and financial support to help reduce the stress associated with treatment and improve their quality of life. The help we are able to provide with your support allows families to focus on what matters most, the health of their child.

Thanks to compassionate partners like you, the Jay Fund can be a helping hand.

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Tom Coughlin, *President* Ernie Bono Gary Chartrand JJ Conners Judy Coughlin John Crawford Tina D'Alessandro David Dunston

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For more information, please contact CHAMPIONS FOR CHILDREN GALA HO

232 Madison Avenue, Suite 1407, New York, New York 10016 Tel: (212)627-1000 Email: jayfund@resevt.com www.tcjayfund.org Champions for Children Gala

HIGHLIGHTS OF THE LIVE AUCTION PACKAGES Prepare to bid on some extraordinary items!

2011 Pro Bowl Package in Honolulu, Hawaii





Luxury in Colorado — Ski Getaway

Travel with the team to a New York Giants away game

Fighter Pilot flying experience

Watch NFL Football with John Madden in private studio



and more surprises unveiled on October 1st along with a spectacular silent auction of sports memorabilia, travel packages and even tickets to Super Bowl XLV!



The Official Airline of The Champions for Children Gala

A STAR ALLIANCE MEMBER

For further information call Gala HQ at 212-627-1000 or email jayfund@resevt.com

Champions For Children Gala

OCTOBER 1, 2010

CIPRIANI 42ND Street, New York City

RESPONSE FORM

Get off the bench, give your dollars and support a child with cancer!

Please check:

□ 50 Yard-Line Sponsor with a gift of \$50,000.

A gift at this level covers a cord blood donor unit for a child who needs a bone marrow transplant but does not have a related donor. One priority table of eight with celebrity guest, one full-page color ad, special recognition in the dinner's printed and evening programs. Scholarship in your name to be announced at the Chemistric Children Color the Champions for Children Gala.

□ Touchdown Sponsor with a gift of \$25,000. A gift at this level supplies mortgage/rent payments for a dozen families when a parent has to quit their job to care for the child and the loss of income puts them at risk of losing their home. One priority table of eight with celebrity guest, one full-page color ad and recognition in the dinner's printed and speaking programs.

50 Yard-Line and Touchdown Sponsors receive additional VIP privileges from the Jay Fund for the 2011 Golf Classic at TPC Sawgrass and other events (details to follow after reservation.)

□ Field Goal Sponsor with a gift of \$15,000.

A gift at this level covers automobile payments and gas for one month for about two dozen families as they get their children back and forth for doctors appointments, chemotherapy, laboratory testing and hospital stays. This gift includes a preferred table of eight with celebrity guest, one full-page color ad and recognition in the dinner's printed and speaking programs.

□ First and Goal Sponsor with a gift of \$10,000.

A gift at this level covers a monthly phone bill for 50 families to keep in contact with loved ones to share information and gain crucial emotional support. This gift includes a table of eight with celebrity guest and a full-page color ad in the dinner's printed program.

Please reserve the following:

_____ seat(s) to dinner at \$2,500 each (preferred seating) ____ seat(s) to dinner at \$1,000 each

Journal Ads

□ One full-page color ad in the program at \$3,000 One half-page color ad in the program at \$1,500

Every dollar makes a difference and makes you a hero to a child in the battle for their life!

I am unable to attend, but enclose my contribution of \$__ _____to help the children who benefit from the Jay Fund's vital mission. Enclosed is my check in the amount of \$ __ or

Bill me for \$, or charge my credit ca	rd.
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(over)

American Express MasterCard 🗆 Visa 🗖 CARDHOLDER'S NAME CARD NUMBER EXP. DATE BILLING ADDRESS CITY **7IP CODE** STATE SIGNATURE

Please make check payable to:

Tom Coughlin Jay Fund

Contributions are 100% tax deductible. The non-deductible portion of each dinner ticket is \$250.

> Mail to: Champions for Children Gala HQ 232 Madison Avenue, Suite 1407 New York, New York 10016 Tel: 212-627-1000 Fax: 212-627-1667 Email: jayfund@resevt.com

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LIST NAME AS IT SHOULD APPEAR ON ALL PRINTED MATERIALS