



May 28, 2008

Dear Chairman Martin,

On behalf of the American Cancer Society, I am writing to applaud the efforts of WBMX-FM in Boston for its efforts to raise awareness about cancer in our community.

Since July of last year, the MIX promotions and programming team have welcomed the Society into the family, and have offered public affairs programming, public service announcements, web links, and email blasts to assist with a variety of our campaigns and initiatives.

We began working with MIX around the Daffodil Days[®] fundraiser this spring, and were recently invited back to the studio for an interview about our Relay For Life[®] events and to promote public enrollment in a cancer research study, Cancer Prevention Study-3. In addition, with each interview I have felt that we have been afforded the opportunity to broaden the discussion and provide listeners with an overview of each of the Society's priority areas and volunteer needs, while still staying focused on the topic of the day.

Partnerships such as these are vital to the work of any non-profit group, and certainly in the case of the American Cancer Society, they are critical to raising awareness in such a competitive marketplace.

Each interaction with the MIX staff has been pleasurable and even easy, as they are eager to assist for the good of the cause. It is my hope that this relationship will continue to flourish and I look forward to working with the station in the future.

Sincerely,

Kate Langstone
American Cancer Society
State Director of Communications, Massachusetts
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