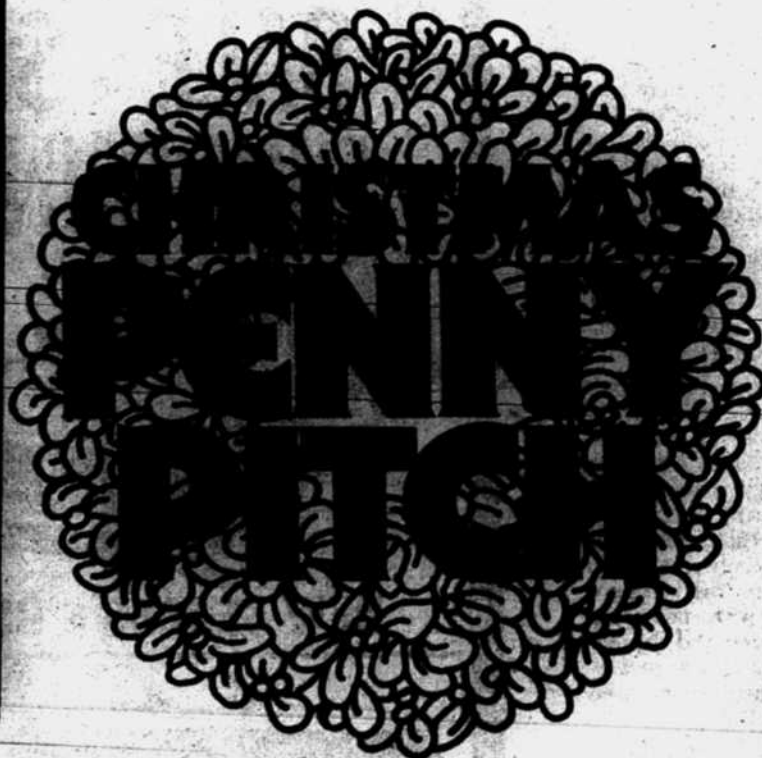


GIVE A CHILD WITH CANCER THE BEST TREATMENT MONEY CAN BUY

Heckler
Childhood
Cancer
Fund



This year, the money you donate to the WBT-WBCY Christmas Penny Pitch will go to the Heckler Childhood Cancer Fund.

This fund is Charlotte's only specific source of direct patient aid to children with cancer. It helps to provide costly drugs, prosthetics, wheelchairs and transportation to major treatment centers like Duke.

When you make a contribution to the Heckler Childhood Cancer Fund, every penny is used to help these children. There are NO administrative costs.

And every penny you give stays right here in our community.

So as you do your holiday shopping, look for the Christmas Penny Pitch canisters. Or send your tax-deductible donation by check to Penny Pitch, WBT-WBCY, Charlotte, N.C.

After all, Christmas is for children. And for a child with cancer, the best gift is the best possible treatment.

Please give generously.

THANK YOU

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