



U.S. Secret Service

15th Annual Big Apple Classic

May 1, 2009

Dear Friends:

On **August 3, 2009**, the New York Field Office of the United States Secret Service will hold its **15th Annual Big Apple Charity Classic**, benefiting the Marty Lyons Foundation. Founded in 1982 by football great Marty Lyons, his name sake foundation is a non-profit, charitable organization created to grant special wishes to children ages three to seventeen, diagnosed with life threatening or terminal illnesses.

Marty's prowess on the gridiron led to many awards and accolades: All-American, SEC Defensive Player of the Year, Outstanding Defensive Lineman in the Nation and winner of a National Championship under legendary coach Paul "Bear" Bryant at Alabama. As the number one draft pick of the New York Jets, Marty was a member of the famed "New York Sack Exchange," a multiple Pro-Bowl alternate and was named to the All Time NY Jets Four Decade Team. Aside from those and many other awards and accolades, Marty is most proud of being a recipient of the NFL's prestigious Walter Payton Man of the Year Award. Given annually, that award honors a player's volunteer and charity work along with excellence on the field.

Although this is the fifteenth year of supporting the Marty Lyons Foundation, the relationship between the Secret Service and Marty Lyons was actually set in motion years earlier. Marty personally lent a helping hand to a New York based Secret Service agent struggling with his daughter's health issues and medical expenses. The agent confided in Marty and together with the Foundation, Marty helped a young family get back on its feet and is credited with helping a very sick little girl get well again.

From its inception, the Marty Lyons Foundation and its supporters nationwide have changed the lives of hundreds of sick children and thousands of family members, including "our" agent, his daughter and their family. Our fifteen year partnership, along with your support, has been directly responsible for raising over \$500,000 towards the granting of well deserved wishes. Wishes have ranged from purchasing medical equipment, making medically needed home renovations and fulfilling transportation needs to buying a sick child's first puppy, publishing a sick child's book of poetry and coordinating White House visits to meet with Presidents, First Ladies and First Family members.

All too often, a granted wish was the final act of kindness bestowed upon a dying child. On a positive note, many wishes also served as a memory of a time when recovery moved from a dream to reality.

Once again, our 288 golfers will have the pleasure of playing two championship golf courses while significant others can enjoy the facilities at the Crystal Spring Golf and Spa Resorts (www.crystalgolfresort.com). The day begins at 8:00am with registration and a continental breakfast, followed by a prompt shotgun start at 9:00am. Your round of golf includes beverages, premium cigars and a lunch of hot dogs and made-to-order man-sized burgers from the grilling shacks located on the course. After dinner, the day winds down with our popular raffle (trips, travel, hotel stays, sets of golf clubs, etc) and sports memorabilia silent auction. As always, space is limited. Reservations will be taken on a first come, first served basis.

Along with the men and women of the U.S. Secret Service, we are reaching out to you, our friends. We invite you to help us celebrate our fifteenth year by making it our most memorable. As always, there are various levels of participation and support. Regardless of size, your donation, gift or voluntary support will help a sick child and a family in need.

We encourage you to become more familiar with the Foundation by visiting (www.martylyonsfoundation.org). Read the stories, look at the pictures. Learn how you can become a Foundation Partner or Foundation Friend.....see how you can help.

Gifts should be sent to: Timothy R. Masluk, Director of Global Security, Pershing LLC, 19 Vreeland Road, Florham Park, NJ 07932. Tel: 201- 413-4196. Email: tmasluk@pershing.com

Reservations/Hole Sponsorships and questions should be directed to Chip Smith at the Bank of New York Mellon, 101 Barclay St., #1E, New York, NY 10286. Tel: 212-298-1322 or fax: 212-815-2273. Email: chip.smith@bnymellon.com.

Questions relating to the Foundation should be directed to Mary Ann Canapi of the Marty Lyons Foundation at 212-977-9474 or mac@martylyonsfoundation.org.

After expenses, 100% of the money raised goes directly to the Marty Lyons Foundation.

Thank You

15th Annual United States Secret Service Big Apple Classic Tournament Committee

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