



Puzzle Piece Fact Sheet

FACT SHEET

The Walk Program

The Walk Now for Autism is the signature fundraising event of Autism Speaks and is the nation's largest Walk program dedicated to autism research. Since its inception in May 2000, approximately 275,000 people have participated in Walk Now for Autism yearly and raised over \$27 million for autism in 2007. At Autism Speaks, we treat every dollar raised as the precious resource that it is.

The Puzzle Piece Promotion

Companies from the retail sector have a special opportunity to build excitement for the Walk and help raise money for Autism Speaks research efforts. The promotion begins about one month before the Walk. Store cashiers ask customers at the point of purchase to buy a paper Puzzle Piece for a minimum donation of \$1.00 to help the store support Autism Speaks. The customer signs his/her name on the Puzzle Pieces. Store employees then post the Puzzle Pieces throughout the store.

Autism Speaks will help you every step of the way!

This promotion is very easy for stores to implement. Autism Speaks will provide the Puzzle Pieces and promotional stickers for the employees.

What's in it for your company and your stores?

- ◆ The Puzzle Pieces promotion can be used to build a strong walk team, enhance employee morale and contribute to how much the company can raise for autism.
- ◆ Customers will feel good about patronizing a store that gives back to its community.
- ◆ The Puzzle Pieces promotion is a natural public relations tool. Once the Puzzle Pieces begin to "take over" your store's walls, call the media. Puzzle Piece sales are a great way to build your company's visibility in the community. Best of all, you can raise a substantial amount of money for autism research at no financial cost to you!
- ◆ Autism occurs in an estimated one in every 150 births. Chances are that many of your customers and employees have had their families touched by autism. They will be thrilled with your involvement with this program.
- ◆ Of course, the best reason for participating in this promotion is the satisfaction you and your employees will have in knowing that the dollars you raise will help find more effective treatments for autism, and someday, a cure.



AUTISM SPEAKS™
It's time to listen.

Puzzle Piece Order Form

Thank you for agreeing to participate in the Autism Speaks' Puzzle Piece campaign.

Please indicate the number of Puzzle Pieces and promotional stickers you would like to receive for the promotion. There is no charge to receive the pieces. For stores that will have larger quantities of the pieces we can imprint a scan code on the pieces.

Please contact Lara Collazo for further details, 863-852-8011.

Puzzle piece are sold for a minimum of \$ 1.00.

Pieces (100/pks) _____ Stickers _____

REGISTRATION INFORMATION

BUSINESS OR ORGANIZATION _____

CONTACT PERSON _____

EMAIL ADDRESS _____

ADDRESS _____

PHONE _____ AUTHORIZED SIGNATURE _____

SOLICITED BY _____

At the end of the campaign, please submit a check for all donations, along with any leftover Puzzle Pieces to Autism Speaks. Make checks payable to Autism Speaks.

Lara Collazo
Autism Speaks
427 Nevada Loop Rd.
Davenport, FL 33897

If you need additional Puzzle Pieces or stickers after you receive your initial supply, please contact the Autism Speaks office at 888-777-6227 ask for Charleen Nagy.