



Jason M. Cronen

In Support Of:



MOVEMBER.COM

22 October 2025

Dear Friends, Family, and Supporters,

I hope this message finds you in good health and spirits. I'm writing to ask for your early support in giving my Movember ***Lycian Way Challenge*** a major boost for men's health and cancer research. We are building critical momentum ahead of the official launch on November 1st, and your contribution today will make an immediate difference in securing our largest corporate matching funds.

Movember is a global movement dedicated to raising funds and awareness for prostate cancer, testicular cancer, mental health, and suicide prevention. Since 2003, Movember has raised over \$1 billion and invested it in more than 1,300 projects across 20 countries, helping men live healthier, longer, and happier lives. This immense effort is powered by millions of donors worldwide

For nearly two decades, Movember has been part of my story. It began in 2004 when I faced my first cancer diagnosis as a student at the College of Charleston. Nearly 20 years later, in April 2024, I was diagnosed again, this time in my adopted home of Thailand. The months that followed brought dread, uncertainty, depression, 22 rounds of immunotherapy, and an initial surgery this past January. Navigating treatment, medical visas, insurance, and cash-only hospital systems abroad was challenging, but the care and kindness I received reminded me how *universal* the fight against cancer truly is. That's why I'm sharing my journey: to encourage others and champion men's health worldwide.

This coming February, I will hike 540 kilometers along The Lycian Way in southern Türkiye as part of Movember's "Mo Your Own Way" challenge. To maximize visibility and impact, our Movember team is developing powerful vignettes and personal narratives with cancer survivors, integrating key statistics, and calls to action. We are simultaneously driving PR and media outreach in the U.S. and abroad to amplify these stories.

As we gear up for the official launch on November 1st, your early support is key to securing corporate partnerships and matching funds. All gifts are tax-deductible. Contributions are accepted via Credit Card, Wire Transfer, Cash, Wise, Venmo, and Apple Pay. (*Please note: PayPal is unavailable as a payment method for this campaign.*)

My initial goal is \$5,400, but *my real hope is to raise tens of thousands more.* Strategic partners have already pledged to match or multiply donations once the hike is complete, making your early support even more critical. I've already begun my 540-kilometer training, walking the full distance between now and year's end, as part of my recovery.

As we all know, there is *no person or family on the planet* that has not been affected by cancer. Many friends are facing their own battles right now, and I hope this effort can honor them as much as it supports Movember's global work.

Looking ahead to 2026, I hope to put cancer behind me, return to full-time work, marry my girlfriend Sudtida, and introduce her to my family, friends, and America. At the same time, I'm excited to continue growing Garden District Ventures and our New Asia Consumers platform. Once I've fully recovered, we plan to expand our rural entrepreneurship partnerships across Thailand, Vietnam, and Sri Lanka, strengthening both our visibility and impact. This work continues to be deeply meaningful to me, and our team remains dedicated to advancing opportunity and equity throughout Asia.

Attached is my *Lycian Way Challenge* donor packet that includes all the details. Your support today will help us launch with momentum, build a shareable campaign, and inspire connections around the globe to get involved.

Thank you for standing with me this Movember. I am deeply proud and grateful for your support and encouragement. Together, we will make a real difference in men's health.

Most Sincerely,

A handwritten signature in black ink, appearing to read "Jason M. Cronen". The signature is fluid and cursive, with a large initial "J" and "M".

Jason M. Cronen
The Lycian Way Challenge for Movember
+1-504-814-1420

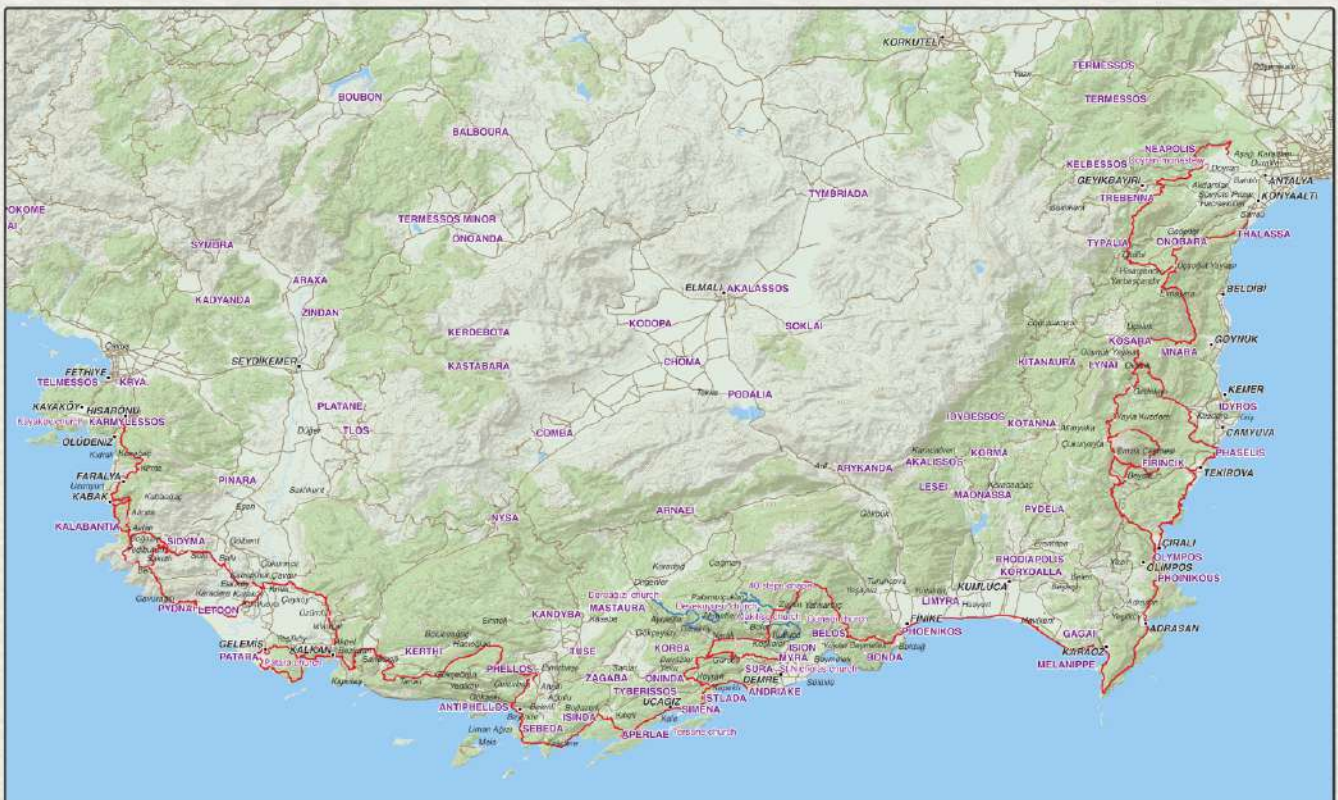
MO YOUR
OWN WAY


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LAUNCHES
IN 2 WEEKS

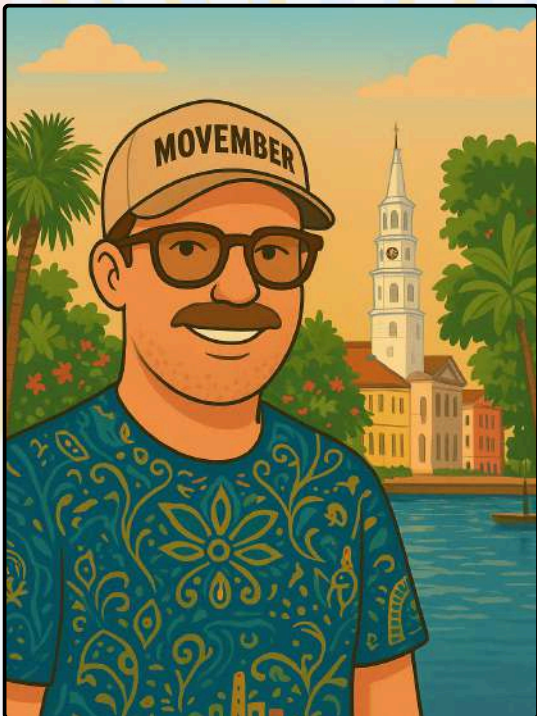
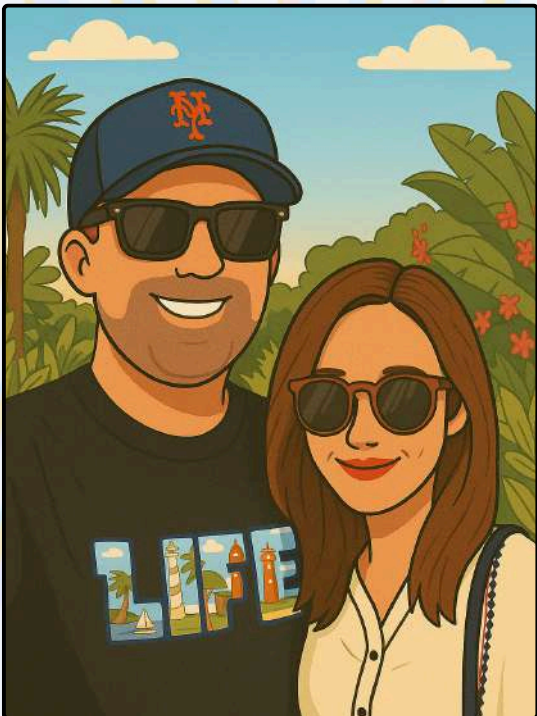
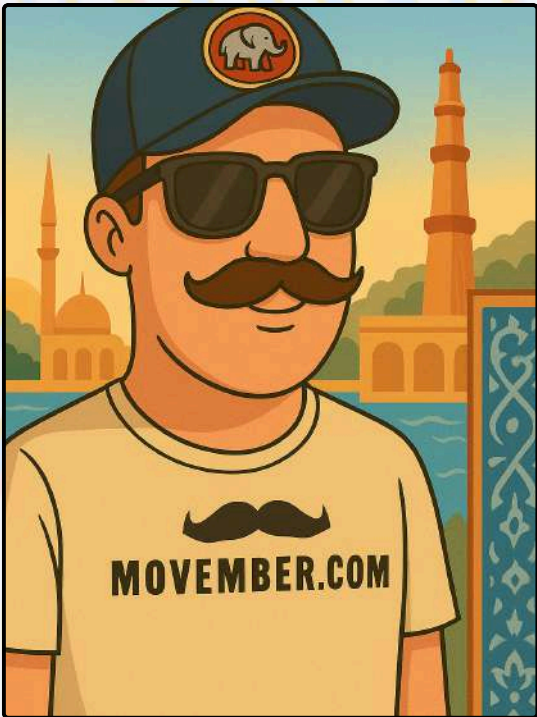
JASON M. CRONEN CHALLENGES YOU:

“PLEASE HELP ME MAKE EVERY STEP COUNT”



Having faced cancer twice now, I've come to truly understand how fragile and how precious life is. This coming February, in support of Movember, I'll be hiking the Lycian Way in southern Türkiye, a centuries-old trade route stretching 540 kilometers (335 miles). This journey is about more than distance; it is about honoring the strength, hope, and love that help sons, brothers, fathers, husbands, and friends not just survive, but thrive. Please support my journey by visiting my page at [movember.com](https://www.movember.com).

Making The Hike Visible And Sharing The Story

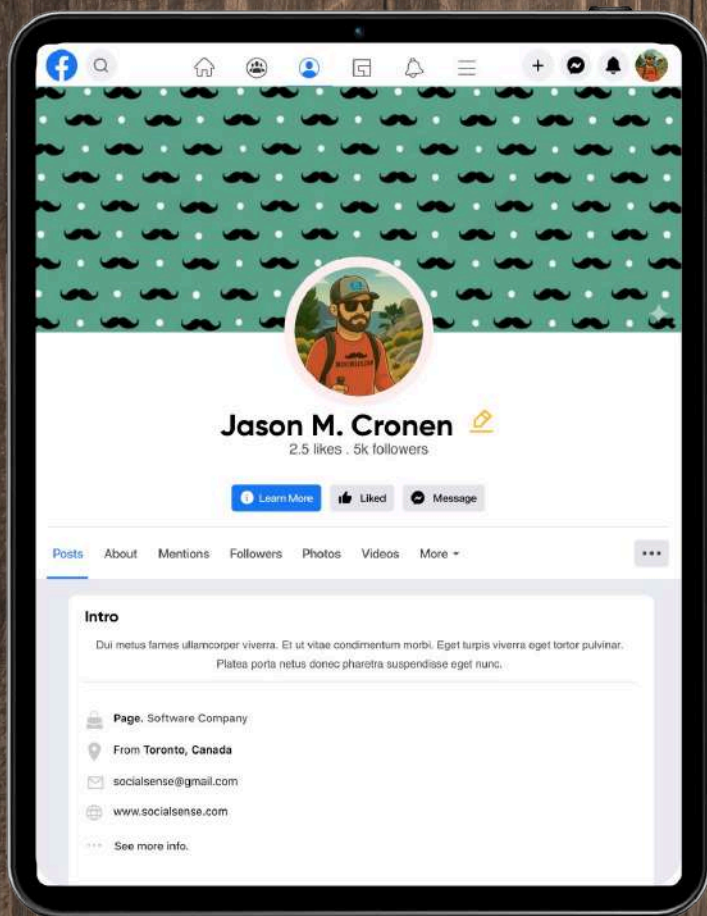
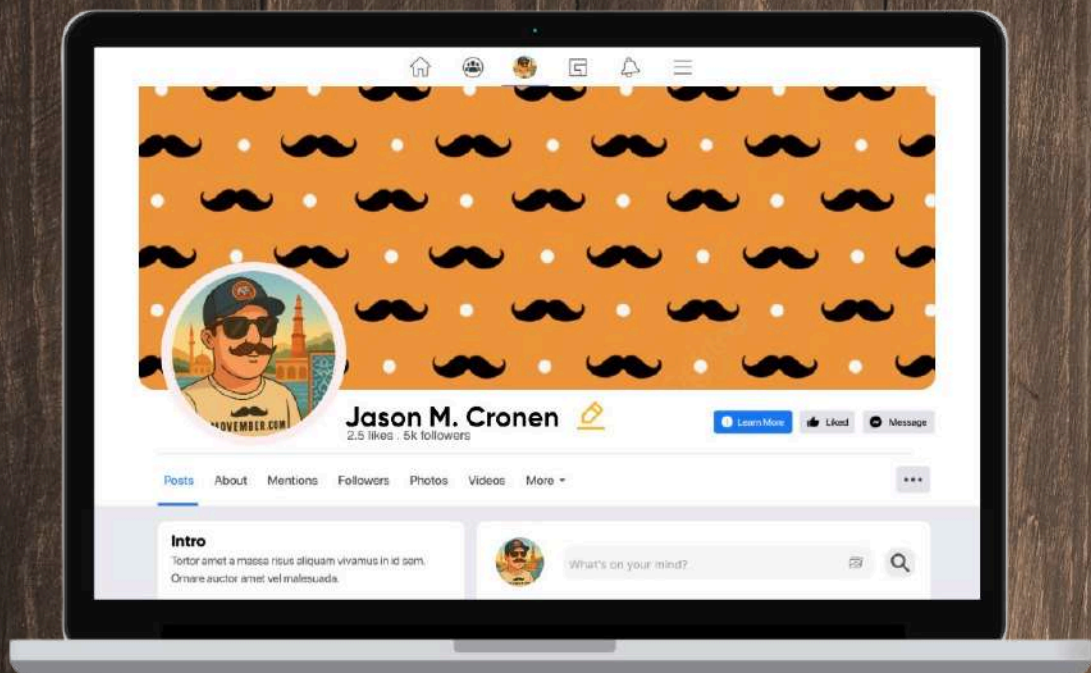


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Social Media Storytelling Mockups



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Our Shared Strength: The Stories That Connect Us


While living with and navigating treatment for cancer, I have personally created numerous **social media stories, long-form pieces, and infographics.** This **540-kilometer Lycian Way Challenge** is the public, physical extension of the long, challenging journey of recovery—and each hand-crafted visual connects these two experiences into an urgent, shareable narrative, making every sponsor a **vital character in this mission.**

1 IN 8 MEN IN THE U.S. AND THE U.K. WILL BE DIAGNOSED WITH PROSTATE CANCER IN THEIR LIFETIME, AND NOW IS THE TIME TO ACT.

 **MOVEMBER®**
CHANGING THE FACE OF MEN'S HEALTH




1 in 6 Black men will develop prostate cancer and are more than twice as likely to die from the disease.


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 **MOVEMBER®**
CHANGING THE FACE OF MEN'S HEALTH



Prostate cancer kills ~30,000 men each year in the U.S.

 **MOVEMBER®**
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Prostate cancer in American men

RISK

- 15% of men will be diagnosed with prostate cancer.
- 2.7 million men are now living with prostate cancer.
- 3% of all men die from prostate cancer.
- 98.9% of those diagnosed survive at least 5 years.
- Number of new cases added every year: 230,000
- 29,000 men annually from disease.

FOR OVER 20 YEARS, THE MOVEMBER FOUNDATION HAS RAISED OVER \$1 BILLION FOR MEN'S HEALTH. STEP UP. GROW A MO. DONATE. AND MAKE A DIFFERENCE TODAY.

 **MOVEMBER®**
CHANGING THE FACE OF MEN'S HEALTH

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From Trail To Triumph: Our 4-Part Roadmap

Sharing the Story & Launching the Challenge

This is the core of my **November** mission: engaging stories and punchy content built by me. This trail narrative drives genuine urgency, forging a clear connection with partners who feel good about supporting **The Lycian Way Challenge** and men's health causes.



Forging Powerful Partnerships

This is how we maximize good. We are actively engaging corporate champions like **HSBC, Hoka,** and **Raising Cane's**, alongside media partners around the globe. Securing their alignment, in-kind support, and matching funds instantly multiplies every supporter's contribution for **November**.

Logistics Planning & Hike Training

I've already spoken with previous Lycian Way thru-hikers, connected with locals in towns along the way, and started my cardio and strength training. We plan to finalize gear selection, safety measures, and on-the-ground support by January, ensuring the challenge is safe and successful.



Hitting The Trail & Reaching Our Goal

Over this 30-45 day trek, I will document and share the entire journey with on-trail updates, lots of video, health tips, and supporter shout-outs. Successfully completing this route is a wonderful payoff, empowering our team create the blueprint for an annual **November Lycian Way Challenge**.

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Recognizing The Power Of Your Impact

Your incredible generosity literally powers every step of this 540-kilometer challenge.

Your support isn't just acknowledged; it's integrated right into the core narrative, **multiplying the Movember mission** and sharing the spotlight. As a personal thank you, this includes **on-trail video shout-outs, exclusive sponsor swag**, having your name on **our Lycian Way Challenge t-shirts & hats**, and other goodies.



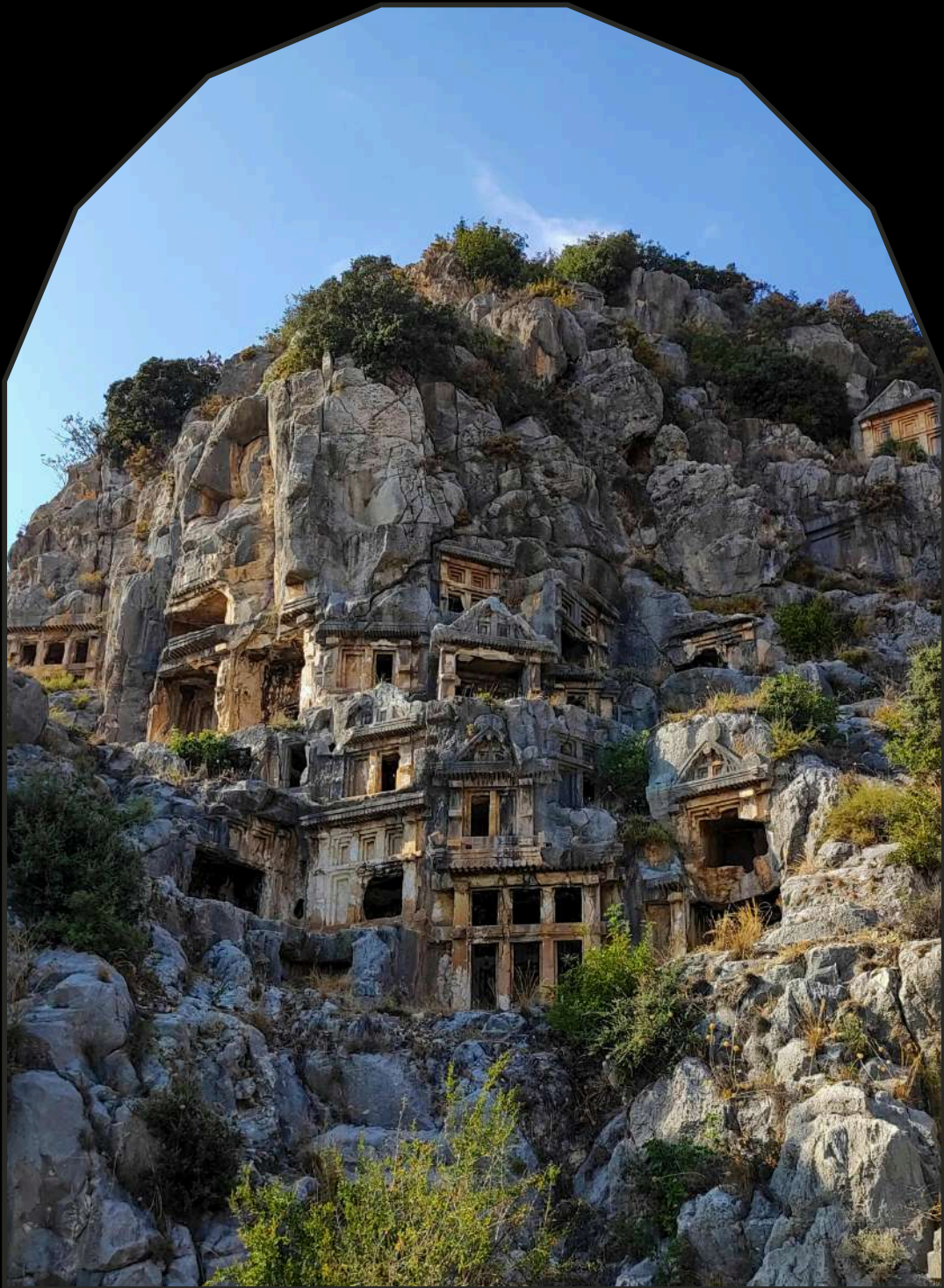
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A Path Forged By Resilience And Time

The Lycian Way is one of the world's great hiking trails, a spectacular path where ancient **Greek, Roman, and Byzantine** cultures converged. As I hike this historic route, I'll feature '**Living History**' segments, capturing the experience right from the ancient landscape. This 540-kilometer journey connects the strength of the past—where empires met and endured—directly to my **modern fight for men's health**.



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Scaling Our Global Commitment to Movember

To truly **scale this mission**, we need **game-changers**. Leveraging our longstanding relationships, we are actively finalizing **high-impact corporate sponsorships** for *The Lycian Way Challenge*. This effort targets the brands shown here and many other potential partners, focusing on securing the essential **matching funds, in-kind support**, and **social media amplification** that will dramatically **multiply our fundraising goal**. We are excited to partner with organizations that share our deep, personal commitment to men's health. ***Could that be you?***



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The Final Step: Empower The Journey Today

The Cause: Having battled cancer twice, my **540-kilometer Lycian Way Challenge** is more than just an endurance-testing hike; it's a profound commitment to demonstrate that navigating life with cancer is possible. I am turning this personal journey into **a global lifeline** for men's health, channeling hope, strength, and love directly into Movember's vital programs.

The Strategy: My goal is to exponentially multiply this effort. This is a clear, large vision I'm committed to. I hope to bring Movember, the Turkish government, and our corporate partners together to establish this as a significant annual event on the Lycian Way. We are actively securing resources that convert our necessary fundraising efforts from **thousands into tens of thousands**.

Join The Fight: We invite your brand or business to become a strategic partner and secure a powerful alignment with our life-changing mission. Your name and logo will be **featured prominently in all PR, social media, and virtually** at every step of this challenge. Your investment is essential, ensuring every single kilometer conquered translates into **real, accelerated impact** for the cause.



DONATE

SUPPORT MY LYCIAN WAY CHALLENGE:

All donations to Movember are tax deductible.

Contributions are accepted via Credit Card, Wire Transfer, Cash, Wise, Venmo, and Apple Pay. *(Please note: PayPal is unavailable as a payment method for this campaign.)*



PARTNER

BE THE FORCE MULTIPLIER:

Partner with us to maximize your donation and amplify Movember's work. Opportunities include co-created Sponsor Content, Dedicated Trail Shout-Outs, "Living History" features, corporate matching challenges, and in-kind support. Contact Jason M. Cronen at +1-504-814-1420 to learn more.



CHECK-UP

TAKE CONTROL EVERYDAY:

Your health is mission critical. Talk to your doctor, schedule annual screenings, and visit movember.com/resources to empower your own survival story and change the face of men's health.

THANK YOU. LET'S CONQUER THIS CHALLENGE TOGETHER.

Our Community, Your Strength, Movember's Future



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