Sven Larsen

Director, Licensed Publishing

Marvel Entertainment

135 West 50 St

New York, NY 10020

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Dear Sven,

Congratulations on rejoining Marvel!

I’m going to hope you can reach back deep in your memory to remember my husband, Richard Ashford, who was an Assistant Editor (under Howard Mackie and Nel Yomtov) and an Editor (Marvel Presents, Conan the Barbarian) at Marvel comics from 1991 to 1995. Tom DeFalco was the Editor in Chief, and Marvel had not yet been bought by Revlon or Disney. We all played together on the Marvel softball team. When Richard was laid off as part of the big corporate downsizing, you wrote the most beautiful unsolicited reference letter.

How is Richard doing, you may wonder. Well, currently not so well. Twelve years ago he was diagnosed with a rare condition called Huntington’s Disease, a neurological degenerative disease with no current cure, and a 50% chance of passing on the HD gene to your children. We have 2 sons (one born while Richard worked at Marvel) with no idea that this was lurking in our dna.

Richard has been on disability for many years, but our NYC one bedroom apartment has a 14 foot wall full of comic books, and we see all the Marvel movies. After years on various PTAs, I am part of the local HDSA (Huntington’s Disease Society of America) Executive Board, doing everything I can to help find a cure for my family.

Our biggest fundraiser is the Team Hope Walk in September. When I go to other fundraisers in NYC, celebrities perform/speak, people buy $10,000 tables or just donate $50,000 or more as a paddle raiser and they net well over 1-2 million dollars. Huntington's is a rare disease, most people don’t even know anyone affected (our only affected celebrity is Woody Guthrie); we’re overjoyed to raise $100,000.

Here comes the ask – we offer corporate sponsorships anywhere from $250 to $5,000 (we’d certainly accept more!). I know Marvel probably won’t benefit much financially having their logo on the back of a T-shirt and on a banner at a charity event with 250 people, but the good karma benefit would be priceless. I thought I’d contact you and hope for a glimmer of fond recognition rather than go into an anonymous pile of requests.

Thank you for any help you can give us, I remember you as a kind person.

Regards,

Carol Baird

KinderdanceNYC@aol.com

212-729-9338