



Kolar Toyota ALS Fishing Tournament: “Fish for ALS”

The **Fish for ALS** program is a simple, effective fundraising opportunity designed for convenience stores, restaurants, retail businesses, and other customer-facing locations where purchasing decisions are made quickly



Ideally, cashiers or service staff ask each customer if they would like to purchase a **Kolar Toyota ALS Fishing Tournament Fish for ALS** during checkout. Employees can briefly explain that every donation supports individuals and families affected by ALS, while informational materials provided by the cyclist can answer additional questions

Once purchased, customers sign their wheel, write their donation amount, and have it displayed prominently in the business as a visible show of community support. To ensure the success of the program, cyclists should stay actively engaged with participating businesses by:

- Delivering wheels and promotional materials.
- Checking in regularly with staff.
- Collecting donations on a consistent schedule.
- Thanking the business and recognizing their support throughout the campaign.

Participating businesses invite customers to purchase a **Kolar Toyota Fish** for **\$1, \$5, \$10, or any amount** they choose.

Each signed wheel displayed in the business represents another person standing with the ALS community.

Every contribution—no matter the size—helps:

- Provide support and resources to families living with ALS.
- Advance critical ALS research.
- Move us closer to finding better treatments and, ultimately, a cure.

Together, one wheel at a time, we can make a meaningful impact in the fight against ALS.

If you have questions, contact Skylar at skylar@neversurrenderinc.org or 218-391-3767