

EVERYDAY PHILANTHROPIST  
 JED KOSLOW • BROOKLYN, NY

**J**ed Koslow's brother Rory is the athletic one in the family. A biker and a swimmer, Rory had completed a triathlon and was training for another one when he was diagnosed with lymphoma. Jed (who had not been on a bicycle in seventeen years) decided to pick up the mantle and run a triathlon to raise money for the Leukemia and Lymphoma Society (LLS). He and five friends (calling themselves the Brooklyn Landsharks) signed up with Team in Training, an LLS program that provides training for endurance events.

When it came to fund-raising, the Landsharks got creative. They sold T-shirts with a cool logo designed by one of the teammates. They set up a blog tracking their training progress. They threw a Super Bowl party, supplying food and beer and a

huge screen to watch the game on, and asked friends to make a \$20 donation. Their goal was to raise the requisite \$25,000. They raised \$34,000.

After six months of training, the Landsharks traveled to Bradley, CA, for the triathlon. The race was grueling, but "you're never alone," says Jed. Team in Training has always been a big presence at marathons and triathlons so people recognize their signature purple T-shirts. "As I raced, I could hear chants of people cheering 'Go Team!' I even found myself doing it as I saw other Team in Training runners alongside me. They may have trained in San Diego, but here we were racing together for a cause. In the last couple of miles, one of my teammates caught up with me and we crossed the finish line holding hands, our arms raised. It was pretty exhilarating."

Then a local newspaper wrote about Jill's donation, and nursing mothers began contacting her. "One day, I was doing something on my own; the next day the phone was ringing off the hook from moms all over the country asking how to get involved." Jill founded the International Breast Milk Project (IBMP), a nonprofit agency that collects human breast milk from nursing mothers in the U.S.