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December 9, 2008

To whom it may concern:

RE: The IMPROVideo Project to be held in February 2009

This letter is to inform you that Simon Fraser will be organizing The IMPROVideo Project in downtown Toronto to benefit the Alzheimer Society of Toronto.

This fundraising event is being conducted with the approval of the Society. If you would like to support the event by providing prizes, food or beverages that would be most kind.

It is our dream that no one in Toronto will feel alone when facing Alzheimer Disease. Events such as these and contributions from businesses like yours go a long to helping us realize that dream.

If you have any questions or concerns, please do not hesitate to contact me. Thank you so much.

Kindest regards



Jane O'Hare  
Chief Operating Officer