



Turtle Productions

February 28, 2001

19207

Mr. Ed White
Planning Manager
King TV
333 Dexter Avenue N.
Seattle, WA 98109

*Jan Greenway
written*

Sixty-third

Avenue

Dear Mr. White:

Northeast

This coming year, Children's Hospital will help over 2,500 children fight cancer. They can't do it without community support. We at Turtle Productions are delighted to be the 2001 sponsor of the annual fundraiser to benefit the hospital's Cancer Research Center.

We know from past experience that the Greater Seattle community is eager to support the work of Children's Hospital. All that's needed is for the word to get out - and there's no better way than TV coverage.

Seattle

Edgar Martinez has generously agreed to host our exciting kick-off event scheduled for March 1. He will personally deliver a gift (donated by our company) to each of the oncology ward patients. Because Mr. Martinez is one of the most popular Northwest celebrities and a highly respected citizen, we believe that your viewers will enjoy coverage of his interaction with the children and appreciate information on how they, too, can support this worthy cause.

Washington

98155

We've enclosed a press kit that includes: a press release with complete information about the fundraiser, the kick-off event, and our company; a glossy color photo of Adam (Children's "poster boy") hugging his pillow, and information about our product - Pillowgrams - the primary vehicle for raising funds.

Telephone

We hope that King 5 News will attend the kick-off event and help us promote this worthy cause. Please call me if I can answer any questions.

206-402-8711

Sincerely,

Ruth Bechtel

Facsimile

Ruth Bechtel
President

206-488-3090