



November 20, 2008

Dear Tsitah™ Threads,

93.7 JRfm invites you to be a part of the Greater Vancouver Food Bank's largest private fundraising program Basics for Babies®. We created the charity in 1994 out of a specific need for baby food, formula, and diapers by local food banks. Last year's Basics for Babies® campaign was very successful raising over \$216,000 and thousands of pounds of baby necessities. There is an ongoing chronic shortage of baby needs at food banks throughout the Lower Mainland and Fraser Valley. As difficult as it is to come to terms with any member of our community going hungry, when it comes to babies, it's unthinkable.

93.7 JRfm was a finalist for The Vancouver Board of Trade's "2005 Spirit of Vancouver Awards" for our work with Basics for Babies®. The charity and JRfm were recognized by the board for our outstanding, ongoing contribution to the overall spirit of Vancouver, local issues and community events. In both 1997 and 1998, JRfm was awarded private broadcasting's prestigious Gold Ribbon Awards for Basics For Babies® in the category of Community Service. The competition included radio finalists from major markets across Canada. We are proud of what Basics for Babies® has been able to accomplish to help shape our communities.

Every year 93.7 JRfm invites listeners to join us by making their donation in person at the annual Basics for Babies® Breakfast. The JRfm Waking Crew will broadcast live on Friday, December 12 from 5-9am from the Sheraton Vancouver Guildford Hotel in Surrey with live entertainment from local musicians, a continental breakfast, and a silent auction. This year we need your help to make the auction better than ever! To make the event a success we are asking for your support through a donation of products or gift certificates. In appreciation and recognition of your support, your business name will be included in a silent auction listing on the JRfm website.

Thank you in advance for your consideration. If you have any questions please contact me by phone at 604-730-6568 or by email at tcarling@jrjm.com.

Thank you,

93.7 JRfm Promotions Director