Red_product.gif

Andrew Greenwald, Director of Public Relations

861 Bedford Road

Pleasantville, NY 10570

(914) 773-3477

[andrew.s.greenwald@pace.edu](mailto:andrew.s.greenwald@pace.edu)

March 24, 2010

Ms. Lucille Geraci-Miranda

861 Bedford Road

Pleasantville, NY 10570

Ms. Geraci-Miranda,

I feel honored of having the pleasure to invite you to the first annual (RED) Race at Pace University in Pleasantville, New York. It would be a delight to have you attend the event and support the students from Pace University for their hard work, and to also show your support for Product (RED).

I am extremely proud to be associated with this event, mainly due to the great cause that Product (RED) represents and supports. Not only does Product (RED) have much compassion, but the students from Pace University have shown as much compassion, if not more. It is heart-warming to see those students involved take initiative of such an outstanding fundraising event.

We even have our corporate sponsor, Apple, donating items from their (RED) line of electronics to be auctioned off in a silent auction. All of the proceeds from, not only the silent auction, but entire event, including racer registration fees and donations will be donated straight to Product (RED) to disperse to individuals in Africa.

Product (RED) continues to support and treat individuals who are affected by HIV/AIDS in Africa, in conjunction with the Global Fund. Every dollar goes straight to Africa, straight to the people who need it the most, to keep them alive…to save their life. Over four millions lives in Africa have been saved so far from Product (RED), and more will continue to be saved, with help from people like you.

Sincerely,

Andrew Greenwald

Director of Public Relations