To: Ebenezer Scrooge, Chief Financial Officer

From: Tamara Bonet, Vice President of Communications

Date: December 9, 2013

Subject: Holiday Partnership with WPACE Radio

Good morning, Mr. Scrooge. Over the last week, I have met with our community outreach board and Jonathan Giles, Director of Communications at WPACE Radio. On Monday, December 23, 2013 at 1pm, the NHL and WPACE Radio will be hosting Santa’s North Pole in the cafeteria of the NHL in New York City.

Over the last five years, there has been a tremendous poverty increase in the New York City area amongst families with children. WPACE Radio has asked the NHL to partner with them to provide gifts for needy children. All of the gifts have been donated by loyal WPACE listeners, as well as an overwhelming majority of NHL employees.

To build awareness of this event, WPACE has been promoting the program on air. WPACE has produced promotional materials for the toy drive throughout the New York City area including posters, encouraging toy donations. WPACE operation manager, Michael Bolt will announce the program on air at the top of every hour, advocating the good name of the NHL. The NHL headquarters will serve as the drop off center through Wednesday, December 18th. Volunteers will then coordinate donations by organizing them by age and gender on Thursday, December 19th. Volunteers will them wrap them on Friday, December 20th.

Our generous volunteers will magically transform the cafeteria into Santa’s North Pole that the children and their families will visit during the holiday time. This will occur over the weekend of December 21st and 22nd, and will serve as Santa’s helpers at the event on December 23rd. Santa will promptly arrive at 2pm, where he will disburse the toys. WPACE will also be contributing a $20 gift card to Toys R Us. Following Santa’s appearance at 4pm, families will enjoy a holiday meal, complements of the NHL.

We anticipate all promotions to take place hourly on WPACE Radio. Print materials and advertisements will continue to be circulated through December 19th, in time for last minute donations. If there are any questions regarding the upcoming event, please e-mail Sheila Lindoff, Director of Communications, by Wednesday, December 11th.

Sincerely,

Tamara Bonet

Vice President of Communications