

TO: All retailers
FROM: Kathleen Michaud, Marketing Director
DATE: June 26th, 2017
SUBJECT: Promotional flyers – Heart and Stroke Foundation

To all retailers,

For the third year in a row, Les Promenades Gatineau' shopping centre is proud to present the *'Robe rouge, bulles et talons hauts' gala* which will be held on August 25th at the Palais des Congrès.

Last year, this event helped raise the amount of 135 000 \$ and all proceeds went directly to the Heart and Stroke Foundation (Outaouais chapter). The organizers were more than happy with the outcome since the heart and stroke diseases represent one of the main causes of death amongst women (especially young women) – a target audience that we see on a daily basis in the mall.

In order to generate awareness for this fundraising event, Mrs. Jo-Anne Swanson and Andréanne Cossette from the HSF will be visiting your stores to hand out promotional flyers on Thursday, June 29th between 9am and 1pm. They might also gauge your interest for a potential sponsorship for this event (product, gift bags, etc.) – but this will remain entirely at your discretion.

We thank you in advance for your cooperation, and feel free to contact me should you need additional information.

Best regards,

Kathleen Michaud
Marketing Director (LPG)