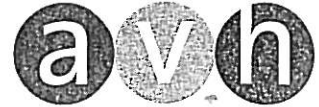


# Alexander von Humboldt Schule Montreal



Deutsche Internationale Schule  
École internationale allemande  
German International School

December 13, 2005

Shawn Ryan and Andrew Carter  
CJAD  
1411 du Fort, 3<sup>rd</sup> Floor  
Montreal, QC  
H3H 2R1

Dear Shawn and Andrew,

Thank you Shawn for asking - the Bazaar was a big success! Andrew, thank you so much for recording the spot for us - you are known, respected, and loved by many Montrealers, and it's an honour to have your voice in our ads

The bottom line isn't in yet, but the feeling seems to be that overall numbers are up - we probably had more visitors and sold more raffle tickets than in previous years. I spoke with one exhibitor who doubled her sales from last year!

You and your team did a great job of putting our mini-campaign together on very short notice, and deserve a lot of the credit for the (possibly) record attendance. Would you please pass along my thanks to Ruth, Mike (I hope he's feeling better), Dan, and Toby too.

Despite my best efforts to tune into CJAD whenever I was within earshot of a radio over the weekend, I managed to miss the spot airing - but a lot of excited people told me about it! Would it be possible to get MP3 copies of it (if it's not too much trouble)?

It was a pleasure working with you on this. We will definitely consider CJAD again when we have other events that could benefit from radio advertising.

As you know, all the proceeds from the Bazaar go directly to the school (for instance, for purchasing state-of-the-art equipment for our new science facilities in the new extension). On behalf of the AvH community, I'd like to thank you for your support.

Best regards,

Maren Gube  
Director of Marketing and Public Relations

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