



## INVITE YOU TO JOIN US IN APRIL FOR



Dear Franchisee/Studio Managers:

Last year, Arthur Murray International, Inc. joined forces with AdMeTech Foundation in a public campaign to increase awareness of, and the need for, better screening methods and treatments for prostate cancer which affects 1 in 6 men. Awareness, screening and treatment lag far behind that of breast cancer in development. Yet it affects more men than breast cancer does women.

We invite you, your staff and students to join us in these efforts as we declare the month of April to be "Dance for the Cure of Prostate Cancer" Month in the Arthur Murray Franchised Dance Studios.

Your participation can be anything you want it to be. You can create events, dance-a-thons, teaching days or anything you like that will help in raising awareness and the badly needed funding to help in the fight against this life threatening disease.

Your involvement can be as simple as posting the enclosed flyers around your studio and printing the attached donation slips to give to students, to an elaborate affair involving government, civic and social leaders and/or other business in your area to create a community wide event.

We are encouraging every studio to take the challenge to raise a minimum of \$500.00 per studio. For every \$25.00 donated the individual donor will be entered into a Grand Prize drawing to receive 2 VIP tickets to the finale of Dancing with the Stars in May, provided by AdMeTech Foundation. Runner up grand prize will be a full spectator package to Superama 2011 at the Fabulous Wynn Las Vegas with upgraded room accommodations.

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So, besides donating to a worthy cause, anyone who donates \$25.00 or more will have the chance to see the Finals of DWTS or a fabulous weekend of dancing at Superama 2011, October 26-30.

Attached you will find a donation slip that you can copy for studio use. You will note the bottom part should be used as a receipt slip for the donation and the top portion along with payment information should be sent directly to the AdMeTech Foundation to the address shown on the donation slip.

Here is an opportunity to join forces as an organization to help raise public awareness within your student body and within your community to the ever present health related issue of Prostate Cancer in Men.

John Kimmins, President  
Arthur Murray International, Inc.

Thomas D. Murdock, VP  
Marketing & Promotions

Dr. Fay Shtern, President  
AdMeTech Foundation