



American Heart Association
2600 SW 3rd Avenue, Suite 900
Miami, FL 33129

August 18, 2011

Dear Participating Designers,

Thank you for your generous contribution towards the American Heart Association's Miami Red Dress Fashion Show. The **2011 Go Red For Women | Miami Red Dress Fashion Show** will kick off Miami's Funkshion Fashion Week on October 19, 2011 at the Setai Hotel – Miami Beach. On behalf of the American Heart Association, we value your commitment to Go Red For Women Movement.

As too many are not aware, heart disease is the number one killer of women. That is why, since 2004 the American Heart Association has dedicated an entire movement to women. Go Red For Women is a national, social, and passionate campaign that calls on all women to take care of their hearts. We are taking a step to make a difference in the heart disease prevalence in our community. In Miami, the Go Red For Women movement works year round to touch the lives of women through a series of programs and events including this upcoming 2011 Go Red For Women | Miami Red Dress Fashion Show. As an iconic symbol of this movement, the Red Dress helps take the message further and reach more women in an inspirational and artistically visual manner.

Your signature Red Dress will be featured at the **2011 Go Red For Women | Miami Red Dress Fashion Show** and later auctioned with proceeds benefitting the Go Red For Women movement. As a designer, your name will be recognized in the promotional materials and will receive exposure throughout the fashion show. In the event your Red Dress is not auctioned by our Go Red Luncheon in June 2012, American Heart Association staff will contact you to confirm the continued use of the dress at our future events or the option to have the dress returned to you.

Please complete and sign the attached donation form. Your in-kind donation will be tax-deductible and will contribute to the success of the Go Red For Women campaign. This donation form will serve as a receipt to assist you in claiming deductions for your charitable contribution.

We truly appreciate your support of the American Heart Association's life-saving mission. For further information, please contact Somtip Brunner, Go Red For Women Director- Miami at 305-631-4750 or somtip.brunner@heart.org.

With heartfelt thanks,

A handwritten signature in black ink, appearing to read "C Buschell".

Chad Buschell
Executive Director/ Vice President-Miami
American Heart Association