



LEBANON RELIEF

Dear Friend,

In an effort to help our friends and families in Lebanon and those who are in desperate need for humanitarian assistance, we have coordinated a collective effort of diverse organizations, a broad coalition of American-Lebanese business leaders, executives, entertainers, and philanthropists, who have bonded together to raise money for relief efforts in Lebanon (CHF International, UNICEF and the Lebanese Red Cross) for vital humanitarian aid. The committee has called for an immediate aid effort to alleviate the needs of innocent civilians currently affected by war in the region. The response is United Lebanon Relief Campaign and Telethon.

Goal: \$10 million via campaign and telethon to plant a seed not only for re-building homes, feeding children, and saving lives, but also for raising awareness, opening hearts, and re-building relationships.

As a committee member, I am asking for your assistance in making this campaign and telethon a success. The effort is strictly humanitarian (non-political, non-religious, and non-partisan) and in it will highlight the needs of children and families in Lebanon through Public Service Announcements (PSAs), infomercials and a special benefit concert featuring top American and Arabic entertainers.

Here are a few areas where we need help. Please confirm if you feel you can be of any assistance (contributions, suggestions, and referrals are welcome):

- Securing Performer/Celebrity/Talent for potential performance/appearance in the campaign, taped pre-interview, humanitarian appeal at live telethon;
- Through humanitarian initiative(s), facilitate grants or monetary sponsorship to provide medication, shelter, and daily necessities for livelihood (in addition to educational reform efforts in Lebanon, through partnerships with private sector businesses, non-governmental organizations and civil society elements);
- Resources, referrals and direction, as you see appropriate;
- Any financial and material support to make this humanitarian effort a success and deliver a message of unity and friendship for Lebanon;
- Secure PSAs; provide ad space on a network, web, radio, print, etc. in a mission to raise awareness for peace and humanity through this campaign.

It is honor as an American, to carry the mission of humanity and deliver help to those in need throughout the world. We have secured a live telecast of our event and PSAs on various media outlets that will provide exposure to a potential number of 21 million viewers worldwide.

I stand to speak to your heart, plea to your conscience, and reach for your hand to help in this great cause and make our vision of peace and unity a living reality.

We sincerely thank you for your support,

Wafa Kanan
Campaign Co-Chair

Chris Nassif
Campaign Co-Chair