

January 4, 2005

Venue Strategies Inc.
19 Kennedy Street West
Aurora, Ontario
L4G 2L3

The **James Fund at Sick Kids Foundation** was thrilled to partner with The Sports Village and Venue Strategies on a fundraising event in December 2004. The event was the Ultimate Shoot out with Detroit Red Wings goalie Curtis Joseph and over \$60,000 was raised.

Sick Kids was so impressed with how Venue Strategies was able to transform The Sports Village into a Sick Kids branded event. From the logo on the sheet of ice, to the signage on the boards to the banners hung above the rink, they ensured our event was professional and well branded. The awareness that we generated at the event was invaluable.

I will be sure to call on Venue Strategies again when we need to get our brand out there in a professional and high profile way.

Sincerely,



Seanna Millar
Development Officer
Sick Kids Foundation