



Hot Chocolate  
5k ~ 10k



P.O. Box 1588  
Addison, Texas 75001

January 17, 2011

Bob Wallace  
Rebecca Wallace  
Racing Systems  
4950 Keller Springs Road #340  
Addison, TX 75001

Bob & Rebecca,

Although you experienced the excitement first hand - It's a pleasure to share with you the success of this past Saturday's Hot Chocolate 5K 10K! All the components of previous years' events were increased significantly. We simply had more of everything: participants, cash contributions, in-kind donations, exposure, volunteers, and community support! Most of all, your generosity in underwriting the event expenses made all the difference in the world for us!

As expected, over 1,700 runners celebrated with warm hearts on a chilly day. After their run, they kindly participated in the raffle, expressed gratitude for the toasty after-party, and encouraged us to continue growing this event. This means more value in your participation and more awareness about our worthy cause! The Addison Conference Center was filled with food, beverages, music and games for the runners, children, and neighbors who came out to celebrate the upcoming completion of the new school. Sponsors met with community members & interacted with each other enthusiastically.

We raised over \$25,000 for the Addison Midday Rotary Foundation. As the George Herbert Walker Bush Elementary School opens this fall, know that you played a vital role in helping fund the learning garden, amphitheatre, and other great additions at the school. Serving children pre-K through 5<sup>th</sup> grade, this new facility will house the future leaders of our community and we're glad to have shown the school a sincere welcome.

Your brand is invaluable and we recognize this with clarity. We look forward to a continued healthy partnership. Your help was needed to pull this off – and you came through to help deliver massive success! You're a true neighbor!

With Gratitude,

Chris Kellen  
Club President

Jeff White  
President Elect

Kimberly Lay  
Event Fundraising Chair

Addison Midday Rotary is a 501.c3 Corporation

*Innovative formula indeed!  
Thank you for your commitment  
to excellence!*