

13th September 2010



Attn: Mr. Tim Everest, The Organizer

Re: Operation Santa Claus 2010

South China Morning Post (SCMP) and Radio Television Hong Kong (RTHK) would like to cordially invite your continued participation in this important community project, Operation Santa Claus 2010.

From a modest beginning in 1988, Operation Santa Claus has collected over HK\$140 million in cash, goods and services for over 103 Hong Kong Charities over the years. Operation Santa Claus 2010 will be officially launched on 15/16th November 2010. With over HK\$12 million raised in 2009, our 13 beneficiary charities will be able to provide better services and much more to the need in our community.

Deon Lai, our Project Director for Operation Santa Claus 2010, will be in touch with you shortly to see how we can work together again. She can be reached at 2680 8152 or via email at deon.lai@scmp.com.

As ever, we are committed to serving the community by giving our full support to Operation Santa Claus, which is now in its 22nd year. We are confident that, together, we can lend this meaningful campaign to another record-breaking year.

Many thanks once again for your tremendous generosity! Let's join hands again this year to help those in need!

Yours Sincerely

Bryan Curtis
Head, English Programme Service
Radio Television Hong Kong

Anne Wong
Director of Marketing
SCMP