



June 30, 2010

The purpose of this letter is to tell you about an exciting event Dairy Queen is holding once again this summer. This year marks the 8<sup>th</sup> Annual Miracle Treat Day which will be taking place on Thursday, August 12, 2010. During this one day event, all Blizzard<sup>®</sup> Treat proceeds from participating restaurants are donated to local Children's Miracle Network hospitals across North America.

Children's Miracle Network is a not for profit organization dedicated to saving and improving the lives of children by raising funds for children's hospitals across North America. Each year the 170 Children's Miracle Network hospitals, including 14 here in Canada, provide the finest medical care, life-saving research and preventative education to help millions of kids overcome diseases and injuries of every kind. By supporting this event, you are helping over 2.6 million children each year here in Canada. Children's Miracle Network is unique because all donations received stay local. Money raised at the restaurants will aid children in that community because it will be allocated to the local Children's Miracle Network hospital.

Please mark Thursday August 12<sup>th</sup> on your calendars for DQ's Miracle Treat Day. Treat your employees to Blizzard<sup>®</sup> Treats and help make miracles happen! We've attached a preorder form to assist you with your order. You can contact Stephen Champagne at [Stephen.champagne@idq.com](mailto:Stephen.champagne@idq.com) or (905) 637 4737 to arrange the pre-order and confirm quantity, pricing and pick up. Orders should be placed as soon as possible to ensure we can fulfill everyone's requests.

We thank you in advance for helping to improve and save the lives of children in our community!

**Stephen Champagne**

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