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September 22, 1992

Toronto

Rich Smith
Audience Impact Makers
13218 E. Hadley Street
Whittier, California 90601

Dear Rich:

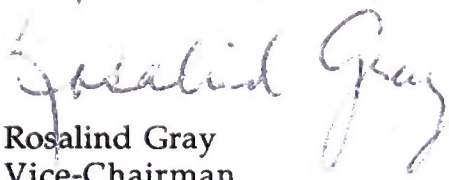
New York

We have received enormous praise from McDonald's, and from educators because of the Hispanic Heritage Art Contest classroom teacher's guide you did for us. The way it was written spoke directly to the need. The wording was so clear and uplifting. We're all absolutely thrilled by the response.

You've been such a wonderful asset to us these past four years. You always seem to come up with the kind of fresh and dynamic spin that gets people to pay attention and to care.

I don't know what we'd do without you.

Sincerely,


Rosalind Gray
Vice-Chairman

San Francisco

Los Angeles