

Bruce **W**inkler

Memorial Silent Auction

2nd Annual

September 5, 2012

Re: 2nd Annual Bruce Winkler Memorial Silent Auction – Donation Request

Dear Potential Donor,

We are seeking your support as an auction item donor for the 2nd annual Bruce Winkler Memorial Silent Auction to be held during the 2013 Alberta Pork Congress. Due to the overwhelming success of the first silent auction, together we raised just under \$12,000 the Board of Directors of the Alberta Pork Congress have decided to continue with the Bruce Winkler Memorial Silent Auction for a second year. Bruce, a long time industry partner and an Alberta Pork Congress Board Member, lost a short but very aggressive battle with cancer late in 2010. The auction was his idea, in fact he shared it with me only days before he passed away. We, the Alberta Pork Congress Board of Directors, have expanded on his creative ideas and are looking forward to implementing for a second year.

This event will be held on Tuesday March 19th and Wednesday March 20, 2013 during the Alberta Pork Congress Annual Tradeshow. The item(s) that you donate will directly benefit the Alberta Cancer Fund, specifically the Linac-MR invention. Our donation will be matched 3 to 1, once by Alberta Government (Advanced Education & Technology), once by Federal Government (Western Economic Diversification) and once by Private Industry. With reaching almost \$12,000 last year that translated into almost \$48,000. Even in times when the pork industry has struggled the industry gives back.

In addition to corporate donations we will be implementing Bruce's idea of having the ladies of the Colonies participate with quilts, slippers and a variety of appropriate items that they are generously willing to donate.

We would like to ask your Company/Business to donate an Auction item. This item(s) could represent hundreds of dollars in auction funds raised. Please be sure to include any marketing collateral, brochures, and relevant details about the item(s) you donate, in order for us to include an accurate description for potential bidders.

Items will be on display and open for bidding during the Swine & Cheese Tuesday evening and all day Wednesday on the trade show floor and then moved to the Awards Banquet for additional time sensitive bidding. The Silent Auction will come to an end during the awards banquet and the winners as well as an estimate of the total funds raised will be announced at the end of the evening.

A list of donators for the auction will be included at both the banquet and on the trade show floor.

The Bruce Winkler Memorial Silent Auction is organized by volunteers from the Alberta Pork Congress Board of Directors and all proceeds raised will be donated directly to the Alberta Cancer Fund.

The Alberta Cancer Fund is the charity responsible for supporting research, prevention and care for all Alberta Health Services cancer centers in Alberta. Less than 15% of all funds raised goes toward administration and associated fundraising costs.

Please do not hesitate contact myself or the Alberta Pork Congress office with any suggestions or questions you may have. Please advise us of your donation(s) and a convenient time to pick them up to ensure proper recognition at all the events.

We thank you in advance for your support.

Sincerely,



Laurie Brandly
Auction Chair



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