

The Ledger

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LOUIS M. PEREZ
Executive Editor
Senior Editor, NYTRMG

THE NEW YORK TIMES
REGIONAL NEWSPAPER GROUP

ALABAMA
Florence Times Daily
Gadsden Times
Tuscaloosa News

CALIFORNIA
Santa Rosa Press Democrat

FLORIDA
The Gainesville Sun
The Ledger
Ocala Star-Banner
Sarasota Herald-Tribune

LOUISIANA
Houma Courier
Thibodaux Daily Comet

NORTH CAROLINA
Hendersonville Times-News
Lexington Dispatch
Wilmington Morning Star

SOUTH CAROLINA
Spartanburg Herald-Journal

Chas. P. Smith and James Luffman
CPS Financial Advisers
1509 S. Florida Ave.
Lakeland, Fl. 33803

Dear Chas. and Jim,

As another "Newspaper with a Heart" holiday appeal campaign approaches, I want to take this opportunity to thank you for the wonderful assistance and partnership between CPS Financial Advisers and The Ledger last year. Without your support and Della's dedication and superb accounting assistance and oversight of the contributions, our important fund-raising campaign to assist the community's needy would not have been possible.

But I never take anything for granted, so here's hoping we may continue our partnership again for the coming 2010-2011 campaign. It will officially kickoff the week before Thanksgiving with a series of articles about people and families in financial distress, and checks will start arriving shortly thereafter. If there is anything we should know about improving procedures based on last year's experience, please let me know. Or if you'd like to discuss any other aspect of our partnership, feel free to call me at 802-7500.

All the best and thanks again for your critical assistance to making our "Heart" campaign such a powerful force for good in our community.

Sincerely,


Louis M. Perez
Senior Editor, NYTRMG

LMP/es

Cc: Jerome Ferson
Jennifer Ellmer
Patricia Yopez
Lenore Devore
Barry Friedman
Eric Pera