



OPERATION: KEY WEST

"Helping Military Families And Small Businesses"

To Whom It May Concern:

We would like to thank your company for becoming a permanent sponsor of our "Operation: Key West". This program is the first of its kind to acknowledge the sacrifices of those military parents that have lost a child. Our goal is simple—to be in a position to provide a much-needed vacation to all those deserving families going forward and your contribution is a step in that direction.

It is our hope that you forward this email on to your customers, prospects, employees and all other persons that make up your "world". When you read the background of just one of these couples (see attached) that have benefitted from your involvement, you will understand how important your company's contribution really is. As my partner and co-founder, Admiral Koenig has stated: "The military does all sorts of things for kids with cancer and their families while they are with us, and then forget them when they die—when their families need us more than ever. A respite like this can be very helpful—it provides them something they really want to do when it's over – say thank you."

In closing, we want to encourage anyone who receives this email from your company, to please patronize your business if/when they have a need for your service or product. In life, it is critically important that we support each other. On behalf of our deserving military families that have lost a child, thank you and God Bless!

Lt. Gen (Ret.) Ronald Blank
Former Surgeon Gen of the Army
Co-Founder Operation: Key West

James R. McGonigle
Founder Operation: Key West

VADM (Ret.) Harold Koenig
Former Surgeon Gen of the Navy
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