



Freedom's Door
operated by the
Resurrection Recovery Resource Society

June 2, 2010

File No: 62129-4-44
Email: sshepherd@kelowna.ca

Attention: Mayor and Council

City of Kelowna
1435 Water Street
Kelowna, BC V1Y 1J4

Dear Sirs/Madames:

Re: Silk Tie Promotion

We write to you as a follow up to our recent telephone attendance wherein we advised you of the Silk Tie Lottery. The Silk Tie Lottery concept is as follows:

1. Freedom's Door would like to do a fundraiser in the fall wherein a metal tree would be constructed as a sculpture piece that would be standing approximately 10 feet tall with many branches. Ties would be collected and hung on the tree branches representing the number of men who have been helped through the Freedom's Door program for the last 8 years. The tree would be placed in the vicinity of the Jim Stuart Park and would be utilized as one of the promotional events for the opening of Jim Stuart Park in the fall of 2010.
2. The draw for the winner of the lottery could take place at the first skate on the rink in December, 2010. The three radio stations of Astral Media are prepared to utilize this as a fall promotion and are prepared to put a lot of energy into promoting not only the Silk Tie Lottery but also the Jim Stuart Park opening.
3. Lottery tickets would be sold at \$5.00 a ticket and promoted over the radio stations and elsewhere. It is our hope, (but subject to approval), that we might have a Silk Tie Rockets Game, a Silk Tie Symphony, a Silk Tie Downtown After 5 Event, etc.
4. We would hope to promote it with "on location" radio broadcasts from various businesses, wherein if a party went into that business and bought an item on a particular Saturday afternoon they would be given a Silk Tie Lottery ticket as a promotion by the company.

Phone: (250) 763-7646
Facsimile: (250) 762-9960

www.porterramsay.com
email: jsmithwick@porterramsay.com

#200-1465 Ellis Street, Kelowna, British Columbia V1Y 2A3

* Denotes Personal Law Corporation

5. The winners of the Lottery would receive prizes including a trip and/or other similar major winnings.
6. This of course would include a major public awareness program not only for Jim Stuart Park but also of course for Freedom's Door.
7. We plan to have a major public awareness campaign of the work of Freedom's Door in September/October as a prelude to the Lottery. Part of that public awareness would be the creation of the metal tree sculpture, as referenced above, for public placement on a permanent basis, and in a location as deemed appropriate by City Hall.

We look forward to hearing from you as to whether this promotional event is of interest to the City Council and the various City departments.

Per:

Tom Smithwick, Q.C.

TSBm
Enclosure