Hi Julie,

It was a pleasure speaking with you this morning!
Thank you for registering to participate in our annual event, National Denim Day. This year, we have an additional request that we hope you can help us with. In addition to the usual participation of the employees in your local government, we are also asking if you could promote and communicate National Denim Day directly to the citizens of your municipality by officially proclaiming that **Tuesday, May 12, 2020** to be National Denim Day. In so doing, you will make a major difference in helping us raise awareness to this dreadful disease that is affecting families within your community.

Please visit our website for a detailed history of our funding projects throughout Canada. [www.curefoundation.com](http://www.curefoundation.com)

To help us disseminate information about National Denim Day, please advertise the event on any electronic or actual bulletin board, your community calendar, any mail out you may have to your citizens, and to any other social media platform such as Facebook, twitter or Instagram. Together, we can make a difference and hopefully one day live free of breast cancer!

Please see the attached sample letter of proclamation that you could publicize to your community members.

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**ROSLYN SMOLASH**  
National Denim Day Manager

1320 Boul. Graham, Suite 130 | Montréal, Québec | H3P 3C8  
[www.fondationcure.com](http://www.fondationcure.com) | [www.curefoundation.com](http://www.curefoundation.com)  
1-888-592-CURE | 514-381-CURE

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Joignez-vous à nous pour la Journée nationale du denim le 12 mai 2020  
Join us for National Denim Day on May 12th, 2020