

KALEIGH, SHANE & MARCI FOR
MENTAL HEALTH AWARENESS

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STRATHAM, NH 03885

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Date

Contact

School
Addy
City, ST Zip

Dear,

We are writing on behalf of Kaleigh, Shane and Marci for Mental Health Awareness, also known as “Keep Sound Minds”. We are a non-profit organization dedicated to promoting mental health awareness. The organization was founded after a tragedy took the lives of our children and sister as a result of misunderstood and untreated mental illness.

One component of our efforts is establishing an annual scholarship competition which requires high school students (and also college students) to create video public service announcements (PSA) promoting mental health awareness with a focus on removing the stigma often associated with those who suffer from mental illness. We will award \$10,000.00 in scholarships (high school students: 1st \$2500.00, 2nd \$1500.00, 3rd \$1000.00 , college-students- same prize breakdowns). Submissions will be accepted at KeepSoundMinds.org, through Feb. 28, 2010.

Five finalists will be selected and invited to attend the Keep Sound Minds Memorial Benefit Dinner on March 20, 2010. Students will be given a FREE event/ dinner ticket, but any parents or others attending must purchase a ticket to attend. The PSAs will be shown at the Benefit and guests will select the winners at that time. Each Finalist’s submission will be posted to KeepSoundMinds.org, and every effort will be made to air the PSAs on television and radio. There is no limit to the number of PSAs that a student may submit for the competition. Submissions must be exactly 30 SECONDS, including the MANDATORY CLOSING statement below:

“Kaleigh, Shane and Marci for Mental Health Awareness was founded to improve the mental health care system through education and practical solutions. Please visit their website KeepSoundMinds.org for more information. Thank You.”

Please direct your students to KeepSoundMinds.org for more information.

Thank you for your kind consideration of our scholarship program. If you have any questions please do not hesitate to contact us via email at generalinfo@keepsoundminds.org or by phone at 603-571-0614.

Sincerely, Danielle and Ken Lambert (Founders)

Danielle & Ken Lambert