

LOUISVILLE  
**FILM ARTS INSTITUTE**  
*Dedicated to celebrating and promoting arts and culture around the world*

June 29, 2009  
LFAI Founder's Message

Subject: Viking River Cruises, Charity Fund Raising Event

Louisville Film Arts Institute 501(c)(3) is proud to partner with Viking River Cruises, in a charity fund raising event on Monday, September 14, 2009. This is an evening event that will take place at CBS studios Radford Lot in Los Angeles, California and will help raise charitable funds to provide assistance to a variety of worthy charities such as the *International Commission of Peace, Ned Beatty Hope for Children Classic, Louisville Easter Seal Center, Maryhurst School for abused children, Hollywood Cares*, and many other organizations whose goals are to enrich the lives of others not as fortunate, and to make a positive impact in communities around the world. Attendees of the event include major contributors of the charity, celebrities and trade media. We hope you will join us in achieving the vision of bringing arts, culture and education to everyone. All of our partners are vital to building these programs and we are grateful to each one for their unique contributions.

*"Life is a gift, and it offers us the privilege, opportunity, and responsibility to give something back by becoming more"*

—Anthony Robbins

It is a key factor in the Louisville Film Arts Institute's commitment to the well-being and vitality of the communities we serve, and we seek to support the best in arts & culture and education wherever we see favorable opportunities. In Los Angeles, that means partnering with Viking River Cruises. Worldwide, Viking's support of higher learning is reflected in any one of its multiple endeavors from corporate sponsorships of museums around the United States to it's grass roots efforts across the globe. Viking River Cruises has a long-standing support for arts and culture that is widely recognized. Viking sponsors three schools for underprivileged children in China providing an educational foundation with a unique international focus for over 3,000 children. The Louisville Film Arts Institute is pleased to be associated with Viking River Cruises, The World's Leading River Cruise Line, which shares our commitment to supporting the educational curriculum in film arts studies and provides scholarships for students of low income families. We are very grateful to Viking for opening their hearts to this organization and appreciate their generous donations and efforts in helping raise funds for our cause.

Please join the Louisville Film Arts Institute and Viking River Cruises in our work to ensure that children can survive and thrive, and that their families and communities have the resources, and skills to enable them to do so. Donations to the charity event are US tax-deductible and sponsors will be listed in our event program. Gold Sponsors of the charity event will have their company logo on the event logo wall for media exposure. Your actions will be heard around the world.

We welcome you and your role in making this remarkable charity event a success and taking an active role in ensuring hope and life opportunities for all.

Sincerely,

Conrad G. Bachmann  
President  
Executive Director  
Louisville Film Arts Institute  
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