

Ogilvy



Date: October 11, 2012

To: Newton Paul  
Latin Heritage Cards  
[REDACTED]  
npaul@latinheritagecards.com

From: Jair Sanchez  
Ogilvy's LatinRed Professional Network  
[REDACTED]

Re: La Feria 2012

Dear Newton,

Thank you for helping make La Feria 2012 a huge success.

Our sincerest gratitude goes out to Latin Heritage Cards for contributing to an all around amazing event. We had well over 700 people attend, including employees, and Ogilvy clients such as Ikea and British Airways.

Feedback from the event includes comments on the high, positive energy and an atmosphere of great community, diversity and pride. Nearly 300 media properties ran our press release, including Hispanic Business Inc. and Reuters to name a few. Check out for yourself by searching "Ogilvy La Feria 2012".

We truly hope that you were able to gain as much as we did with your generous contribution and we look forward to working with you in future events.

On behalf of Ogilvy's LatinRed and the entire La Feria 2012 event committee, thank you very much! ¡Muchisimas gracias! Muito obrigada!

Kindly,

*Jair Sanchez*

**Community Service Co-Chair and 2012 La Feria Committee Member  
Ogilvy's LatinRed: Latino Professional Network**

PS: Check out pictures and everything else from La Feria we've been able to collect thus far at <http://www.facebook.com/ogilvylatinred>. Check back soon as we continue to add footage and much more in the coming weeks.

**barrio**  
American Home, Espiritu Latino