

**From:** "Leah Pizar" <[REDACTED]>

**To:** "[REDACTED]" <[REDACTED]>

**Subject:** Seeds of Peace

**Date:** Tue, 17 Dec 2002 20:30:36 +0000

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Dear Ghislaine:

It was great speaking with you the other day. As promised, I am forwarding you the information about Seeds of Peace (please see attachments). Here is a little background on the organization and the January 14 event, whose guest of honor will be former President Clinton. As you will see, this is an amazing organization that does truly moving and spectacular work. I thought Victoria's Secret might consider donating two tickets to the fashion show for the silent auction -- unless, of course, you might envisage a corporate sponsorship. Just in case the latter is an option, I have attached the relevant documents (including details about the reception with Clinton). If not, I know a lot of young men who would bid significant sums of money to watch Gisele and her friends walk down the runway.

Seeds of Peace was started in 1993 to bring together teenagers from regions of conflict and war before fear, mistrust and prejudices have permanently shaped their vision of the "enemy." Seeds of Peace is doing what no government can. It is sowing the seeds of peace among children who have grown up with the horror of war. By teaching teenagers to develop trust and empathy for one another, Seeds of Peace is changing the landscape of conflict. It is enabling people blinded by hatred to see the human face of their enemies. It is equipping the next generation with the tools to end the violence and become the leaders of tomorrow.

Seeds of Peace is uniquely positioned in the way it responds to conflict and terror, and is receiving tremendous attention and support as it remains one of the only organizations still bringing together Israelis and Palestinians on a daily basis. In fact, more than 2,000 teenagers from more than twenty-two nations have participated to date, as Seeds of Peace reaches teenagers in regions such as the Middle East, Cyprus, the Balkans, India and Pakistan, and most recently, Afghanistan. The organization is coming off one of its most successful summers ever, having had full delegations of Israelis, Palestinians, and other Arabs in the Middle East program, the inclusion of twelve Afghan teenagers into the South Asia program, and the high-profile visit of five NBA stars and an NBA coach to hold a basketball clinic at the Seeds of Peace International Camp. In just the past few months, Seeds of Peace has been featured on a one-hour primetime special by Dateline: NBC, ESPN's Sportscenter, CNN, MSNBC, as well as The New York Times, The Boston Globe, The L.A. Times, and The Christian Science Monitor.

To obtain critical resources for the organization, and to raise awareness of its activities, on Tuesday, January 14, more than 1,000 young professionals will gather at the Hammerstein Ballroom for the Seeds of Peace Bid for Peace 2003. Former President Clinton will be the guest of honor. Janeane Garofalo will host and the Barenaked Ladies will perform. The evening will also include a star-studded live and silent auction, as a number of celebrities, including Mary-Louise Parker, Billy Crudup, Robert Sean Leonard, Sam Waterston, Kelsey Grammer, Chris Noth, and Kim Cattrall have also promised to support the evening, by agreeing to appear or donating to the auction.

We would welcome Victoria's Secret as a sponsor of this event. Given Victoria's Secret's tremendous reputation and global reach, we would welcome the opportunity to add a company of its stature to our list of corporate supporters. Moreover, Seeds of Peace's vision and programming is consistent with the Victoria's Secret's (specifically, The Limited Foundation's) focus on the development of future leaders, education and fostering cultural understanding. Seeds of Peace is educating and training the next-generation of leaders in the Middle East and other conflict areas, identified by their Ministries of Education as among the best and the brightest of their societies. Through the Center for Coexistence in Jerusalem, and our Leadership Training Initiatives in the United States--including our work to obtain scholarships for over 100 Seeds of Peace graduates to attend universities in the United States--Seeds of Peace is working daily to improve the minds and skills of these next-generation leaders. Given Victoria's Secret's worldwide reach, and their commitment to

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promoting education and cultural understanding in the communities in which they operate, its support for Seeds would not only be an investment in these future leaders, but also in building the foundation for coexistence in these communities.

Finally, Seeds of Peace would provide Victoria's Secret a neutral, non-political opportunity to address issues of conflict and terrorism.

Seeds of Peace maintains the support and participation through the Ministries of Education of both the Israeli and Arab governments. It receives bipartisan support on Capitol Hill in the form of an appropriation for a grant from USAID and the State Department. It has earned the respect of world leaders around the globe including Her Majesty Queen Noor of Jordan, UN Secretary General Kofi Annan, Secretary Colin Powell, President Clinton and President Bush.

From the larger world of fashion, Armani, Hermes, Polo, Chanel, Prada, Nicole Miller, Michael Kors, and Donna Karan will all be supporting the event in one way or another. We'd love to add Victoria Secret to the top of this list.

If you have any questions or need additional information, please let me know. I can then put you (or someone in your office) in contact with Jeremy Goldberg, Seeds' Director of Corporate Relations.

I hope this works out!

Best,  
Leah

[-- Detached Attachment: "Corporate Reply Form 2002.doc" --]  
[-- Detached Attachment: "Corporate Sponsorship Information.doc" --]  
[-- Detached Attachment: "Entertainment info with Letterhead.doc" --]