

June 2006

**June 5, 2006****Product Advisory For Immediate Release****Jump Rope For Heart Lava Lamp**

Dear Parents and Guardians,

This year the thank you prize for Jump Rope For Heart's Level 4 was a Lava Lamp. We regret to inform you that the supplier has identified a product quality issue with this item.

There have been some reports of a potential safety issue with the Lava Lamp due to leakage of the liquid within the lamp. If the lamp leaks, it may create sparks causing a potential safety hazard.

The Heart and Stroke Foundation is taking the safest course of action and requesting that you immediately discard the Lava Lamp. We will be replacing the Lava Lamp right away with an alternate thank you prize: a \$10 gift certificate from Sears, for your child.

As the school year is nearing its end, we will be shipping your gift certificate directly to your home. Here are the instructions on how to obtain a new prize for your child. Before July 7, 2006, please complete one of the following actions to help us ensure that your child is thanked for their hard work:

- 1) Go to www.jumpropeforheart.com and enter in the Prize Passcode listed at the bottom of this letter and enter the following information:
 - Your name
 - Your child's name
 - Your child's school name
 - Your mailing address with postal code
 - Your telephone number

OR

- 2) Complete the postage paid card attached to this letter, enter the Prize Passcode listed at the bottom of this letter and place card in the mail.

Your child's alternate prize will be shipped directly to your home within 4-6 weeks.

Rest assured that this information is being used strictly for the purpose of issuing a replacement prize for your child. The information will not be shared or used for any other purposes, and it will not be retained once your gift certificate is claimed online or by mail.

Please accept our sincere apologies for any inconvenience this may cause your family. We want to assure you that the Foundation takes great care in choosing the Jump Rope for Heart thank you prizes. Our suppliers must certify that all prizes meet Canadian safety standards. Our supplier is providing the replacement prizes and covering all the related

expenses. We want to assure you that the funds being raised during Jump Rope for Heart will be used for the foundation's valuable work, as you intended.

Although the Foundation has controls in place to assure quality products, we are nevertheless reviewing our purchasing processes to avoid any future problems.

Thank you for your support and your child's participation in this important physical activity program. We hope that your child had a fun and rewarding experience.

Prize Passcode (put on order form or enter into passcode box online)

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