



P.O. Box 2156, Norfolk, VA 23501-2156

October 2, 1992

Mr. John L. Sample
Target Marketing
83 Pine Street
West Peabody, MA 01960

Dear Mr. Sample,

Children's Hospital of The King's Daughters does many wonderful things. I'd like to tell you about one of the most important -- saving a life -- and about how you too can save a child's life.

Will is Ned and Gini Deets' first child. Sadly, doctors discovered shortly after his birth that Will had a terrible stomach disorder called Necrotizing Enterocolitis or NEC.

Ned and Gini had never heard of NEC or its potentially lethal effects, but CHKD's doctors and nurses explained it all minutes after Will was rushed to us by ambulance. Our staff worked round the clock to comfort Will and his parents, to respond to all their calls through every sleepless night, and most importantly, to save Will's life by successfully performing the surgery that cured Will and sent him home safely.

Now, with the hospital planning to grow from 152 to 186 beds, I want to ask you to help other children on Will's behalf.

By giving to CHKD, you'll be helping thousands of children each year to receive the same care that saved Will's life. So, please, don't delay. Write out your check today -- and help give children like Will the chance they need the most -- the chance to live.

Sincerely,

Beth M. Duke

Beth M. Duke
Senior Vice President for
Development and Community Relations

P.S. Even as you read this letter, other families are suffering like the Deets' family. Please help by sending your gift today!