



July 13, 2011

OFFICE OF THE
MAYOR

Mayor Joe Fontana
214- 300 Dufferin Avenue
London, ON
N6B 1Z2

RECEIVED JUL 19 2011

Referred to _____
Subsequent Referrals _____
 For Action For Report
 For Information For File

Dear Mayor Joe Fontana:

On Thursday, September 15, 2011, M&M Meat Shops, Canada's largest retail chain of specialty frozen foods, is encouraging families coast-to-coast to enjoy a meal together in celebration of the seventh annual National Family Dinner Night.

Family experts and researchers confirm that one of the most valuable gifts parents can give their children is time spent together as a family. Taking this advice, M&M Meat Shops successfully launched National Family Dinner Night six years ago and have encouraged thousands of families to sit down and have dinner together. This annual event has contributed to the more than 21.5 million dollars M&M Meat Shops has raised for the Crohn's and Colitis Foundation of Canada (CCFC). This year, M&M Meat Shops is hoping to bring even more families across the country together at mealtime.

Last year's program received the support of community leaders from coast-to-coast including the Prime Minister, the Governor General, Premiers and many Mayors of Canada's largest and smallest cities. We would be most honoured if you, as a leader in the community, would provide a letter of support for this community-based initiative and, if possible, formally proclaim September 15, 2011 as National Family Dinner Night. We would truly love to hear your own memories about your family dinners growing up and what getting together for a family meal means to you.

M&M Meat Shops will be asking families to register their participation in National Family Dinner Night on the website: www.nationalfamilydinnernight.com as of August 1, 2011. For every person who registers, M&M Meat Shops will donate \$1 to the CCFC.

Of course, we also hope that you will enjoy a family dinner on September 15, 2011, and register your participation in National Family Dinner Night at www.nationalfamilydinnernight.com.

We thank you in advance for your consideration. We will follow up with your office in the next few weeks. In the meantime, if you have any questions, please do not hesitate to call me at (416) 366-7735 x247.

Yours truly,

Kristi Bejczak
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