



April 2010

Geoff Cottrill  
Converse Inc.  
1 High Street  
North Andover, MA 01845

To Participants, Volunteers, Spectators and Fans of HOOPATLANTA 2010:  
Converse is thrilled to be title sponsor and part of HOOPATLANTA this year. Everything HECCA is doing in and around Atlanta is about supporting youth, health and bettering schools. We feel strongly about each one of these things.

Converse is dedicated to bringing basketball to the youth of Atlanta and we are excited to be a part of Converse HOOPATLANTA, the HOOPATLANTA Bounce Back program and just getting schools balls so kids can play. We have hosted our Open Gym's in Atlanta for several years now and our goal is to support physical activity and to keep youth in the game. We are looking forward to this year's event.

On behalf of Converse, best wishes for a fun and successful event.

Sincerely,

Geoff Cottrill,  
CMO Converse Inc.

