

PHHW WKLV QHHG DQG WKH LQVWLWXWLRQ VRRQ EHF
URXQGHG GHHSO\ FRPPLWWHG JUDGXDWHV D WUDGLW
GD\

\$WKHDSVVDQGHQDZHFKDQWIRG/W,HUQQ6ARDLWH
7HDFKHUV↑ &ROOHJH LQ DQG WKHQ WR :HVWHUQ ,O
RXU PLVVLRQ FRQWLQXDOO\ EURDGHQHG WR LQFOX
WKSWHSKULHGFKRPHDFKHVHW DWHQDLOH/RW W
VXFFHH\WMSVIRRODROWLJDFH\WHDQVRODEHUDO
DUSURJUDQSYHQVGLDVOLOQFJKO QKHUFRWRHSGI W V
DQGFLHQ%KVLQDQVAFKQRORXJFDWDRQCPDQ
6HUYDQGV)LQH \$RMAXDQGDWLRQ

7KURXJKRXW WLPH ZH KDYH HDUQHG DQG PDLQWDLQH
H[SDQGEQWBIIRUCDE(Qh.Â •E'c((D0

DURXQG ZRUOG

7RJHWKHU ZH SURYLGH D WUDQVIRUPDWLYH HGXFDWL
WHDFKFKPHDQWRU PRGHQ V:WXHPSQW M DQG JUDGXDWHV W
EHFRPH HQJDJHG DQG SURGXFWLYH JOREDO FLWL]HQV F
GLIIHUHQFH LQ WKH GLYHUVH FRPPXQLWLHV DQG SURIH
2XDOXBQHDG@KVLHBTGLZS\$WBOXHV

(GXF DWLRQ ZH ZLOO DGYDQFH :HVF€ H ZLOO DGH€
LQ+LJKHU

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TXD O L S V R U W X Q L W \ D Q G D I I R U G D E L O L W \

2 X 0 L V V L R Q

:HVW, H O O Q 8 Q R L Y H H P S R A H V X G I B E X M O W V B H G G D B Q G L Y H F R P R X Q L W L H V
:H SURYLGH F H Q W X I B U H Q W X Q G H U J U S U R X J D W F V D Q G D J U D F O X H W H H G E \ L Q O
UHVH D U F K D Q G V H U Y L F H J U R X Q G H G L Q P X O W L G L V F L S O L Q D U \
V W X G L H G W F D R S R Q D W X Q G E N S H U R I H V D Q B L Y D H O F X D O W I D E I R O O D R U D W L
Z L W K X B Q R P P X Q D W W Q H U V

2 X 0 D O X H V

\$ F D G H P E H O O H Q F H
& H Q W U R X O L V W L W K F R P P L W W F W G D F M L R K L Q G L Y O B X D O C H U B F W L Y H
L Q Y R O Y H P H Q W L O H D U K L Q V H S B R I E Q V V : H V W H U Q T X O O L Q R L G B Q G
G L Y H I D F X S U R P R W L H W L K L D Q N Q Q D O H G U O H L Q H D O F B K H D W O F K D O O H Q J L Q J
V X S S R U W L Y H O H D U Q L Q J F R P P X Q L W \ : H D U H F R P P L W W H G W R
W K D W H Q F R X G B Y H I V O S P H I D R Q H U W H D F K R P U B Q W D R Q G V

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+LJKHU 9DOXHV LQ +LJKHGH G L X F D W L H R Q W H U Q , O O L Q R W K H 8 Q I H Y W U V
I L Y H \ H W L V D V R I G J H V X O R W P S L U H G D O U R Q W F D Q W E R S O E I W H K R F L D O
5 H V S R Q Q 7 D E N O) L W F H F R P S U L V H G R I V W X G H Q W V I D F X O W \ V W D I I
D F D G H P L F \ H D U D V Z H O O D V O R Q R J P E Z I P S X U G L V F X V V L R Q H Y D O X D W L
J X L G H G E \ W K H 3 D Q Y R W K H \ 6 V 2 U I D W H 6 W L F H 8 Q D P L 5 6 W M L H V L R Q

7 K L V **call to action** I R U W K H V W X G W Q W V D O X P Q L W D Q G I U Z R Q G W K R I U W K H
Z H Z L O O D G Y D Q F H R X U W U D G L W L R Q V R I H [F H O O 8 Q I F Y H I R O G W L P S O H
V W U D Q G V W D L Q D E O H I X W X U H

7 R P D N H W K L V Y 1 6 W L R Q W D H J L H F D Q Q D W C H X S S O R P X I Q W V L D Q Z L O O
F R Q W L Q S G R V 7 H S G H D E 6 W L X R O X J R K H Q W H G

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