



Coors Brewing Company  
Golden, Colorado 80401-1295

Name  
Title  
Company  
Address  
Address

Dear :

The city of Denver and state of Colorado have launched an initiative to have Up With People relocate its headquarters to Denver from its current home in Tucson, Arizona. If you have ever been privileged to be involved with Up With People, such as during last summer's 25th Anniversary Celebration held in Denver, you would surely agree with us that this is a dynamic and exciting nonprofit organization. We believe that Up With People would bring tremendous international visibility, economic benefits and pride to our community.

Because of this, we have agreed to head a fund raising effort to help attract Up With People to Denver. Following an invitation last year by Colorado leaders, Up With People studied the possibility of moving its world headquarters here, and has developed a plan for a campus-type headquarters that would become an international center for youth leadership and intercultural educational programs.

Naturally, Arizona Governor Fife Symington and that state's leaders are also very interested in keeping the program in Tucson, where it has been based for 25 years. It is estimated that \$14-17 million would be needed to construct this facility and move this organization. Of this, \$3 million needs to be in immediate initial commitments from Colorado in order to support our proposal to Up With People's Board of Directors at an October 15 meeting. We will call on Up With People's Colorado Leadership Committee to secure significant additional funding once a decision has been made.

Because of the long history of support of Up With People by Colorado, Denver and our local foundations, we would ask that the foundation community take a leading role in expressing our commitment to move the organization to Colorado. A final decision regarding the move will be made at a special December 6 Up With People Board meeting.

Attached is a short proposal asking for your financial support and detailing what we believe are the potential benefits of having Up With People in Denver. Once Up With People commits to such a move, we would then anticipate additional funding to be forthcoming from local individuals, foundations and corporations, joining with others from around the world. We hope you will join us in supporting this exciting initiative, and in attracting Up With People to our community.

Sincerely,

A handwritten signature in black ink, appearing to read "Peter H. Coors". The signature is fluid and cursive, with a long horizontal stroke at the end.

Peter H.  
Coors

Governor Roy Romer