

## APPEAL LETTER TO CORPORATE EXECUTIVES

Name  
Title  
Company  
Address  
Address

Dear:

This is an exciting time in history, as recent world events are changing the face of the globe and the shape of the world in which our children will live. Up With People has for 25 years worked to encourage understanding among people and to develop a generation of young men and women who have the skills necessary to live, work and lead together in an increasingly interdependent world.

I am a strong supporter of Up With People and, with a son who is currently traveling with one of the five international casts, I have seen firsthand the benefits of this dynamic educational and leadership development program. As one who has previously supported and been involved with Up With People, I am sure you share my belief that this unique program has the ability to make an important and lasting impact on the world.

A year ago, Up With People conducted a very successful corporate fundraising campaign. Many corporations made a gift or a multi-year commitment of support to the program's annual fund. Now, as Up With People culminates the celebration of its 25th Anniversary Year, we are asking other corporations to now participate in this campaign.

Because of my belief in the value of the Up With People program, I have agreed to help with this endeavor and to ask for your support. A member of Up With People's Board of Directors will call you the afternoon of October 14 and will ask you for a financial commitment at that time. Attached is a list of the Board of Directors.

Thank you for your past support of Up With People and for your consideration of this request. We look forward to including you among those corporations from around the world who have already supported this campaign effort.

Sincerely,

Craig Weatherup  
President and Chief Executive Officer  
Pepsi-Cola Company