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John R. Stulp, Commissioner
Jim Miller, Deputy Commissioner



Bill Ritter, Jr.
Governor

March 4, 2010

Scott Grimmett
President, Denver Division
Safeway, Inc.
6900 S. Yosemite St.
Centennial, CO 80112-1412

Dear Mr. Grimmett:

Thank you for promoting Colorado Proud and Colorado farmers in your television advertising, in your weekly newspaper advertising inserts, through media events and within your stores. On behalf of Colorado's farmers, ranchers and processors, we appreciate Safeway's continued support of Colorado agriculture.

It is with your generous support that Colorado residents are becoming more aware of Colorado Proud and the bounty of products the state offers. Approximately 67% of people are familiar with the Colorado Proud logo and 84% buy at least some Colorado products when shopping. Your dedication to Colorado Proud and commitment to procuring locally grown products from around the state is certainly making a difference in encouraging consumers to buy local.

Thank you again for your support of Colorado Proud and Colorado agriculture.

Sincerely,

John R. Stulp
Commissioner

cc Kris Staaf, Director of Public Affairs, Safeway



Special Olympics

Colorado

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March 11, 2010

The Honorable Laura Bradford
Colorado State Representative
200 E. Colfax Ave.
Denver, CO 80203

Dear Representative Bradford,

I am writing this letter in support of our great friends at Safeway. Special Olympics Colorado is extremely proud of our relationship with Safeway. The Safeway Foundation is invested and committed to building stronger communities. Through the generous contributions of its employees, customers and suppliers, Safeway has made a difference in the lives of many and certainly in the lives of our 10,000 athletes across the state of Colorado.

More important than the dollars Safeway raises, is the fact that it is one the largest employers of people with disabilities in the United States. Many of our Special Olympics Colorado athletes are longtime employees of Safeway and are very proud to be employed by this wonderful company.

In 2008 Safeway added Special Olympics as a beneficiary of its very successful April customer fundraising campaign for people with disabilities. Safeway raised over \$8 million dollars nationally in 2008 and more than \$60,000 in Colorado. Last year, the campaign raised \$11.2 million to benefit individuals with disabilities throughout the United States. Our Colorado Safeway stores collected more than \$100,000 – all to benefit our Special Olympics athletes across the state.

In addition to the dollars raised, the campaign has provided our organization – locally, statewide and nationally -- a platform to raise awareness through the promotion. We are most grateful to Safeway for choosing us.

Special Olympics does not charge a participation fee to our athletes. Special Olympics Colorado is supported entirely by private donations from individuals, corporations and organizations throughout the state. The program does not receive any financial assistance from the government or the Kennedy Foundation. Nearly every dollar raised goes toward providing year-round competition and training for nearly 10,000 athletes around the state of Colorado. There are more than 80 competitions in 20 sports that take place 365 days a year for our athletes. Safeway's commitment is extremely important to our organization.

We take tremendous pride in our great partnership with Safeway. Because of them, we have more dollars to support our ever-growing number of athletes in our commitment to provide them with first-rate competitions and experiences of a lifetime. We are extremely grateful to Safeway for their commitment to people with disabilities. We are extremely grateful for our association and partnership with them.

Sincerely,

Mindy Watrous, President & CEO
Special Olympics Colorado