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CITY OF WEST ALLIS
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March 16, 2007

Mr. Paul M. Ziehler
City Administrative Officer
City of West Allis
7525 West Greenfield Avenue
West Allis, WI 53214

Dear Mr. Ziehler,

Time Warner Cable is proud of its continuing commitment to education. Since 1991, *Time Warner Cable Hang Tough Video Contest* has encouraged thousands of Wisconsin students to use cable television as a positive medium to stop drug abuse and violence by writing scripts for 30-second Public Service Announcements (PSAs). This week, the Time Warner Cable Hang Tough Video Contest was honored with a Beacon Award for Excellence in Public Affairs Programming by the Cable Television Public Affairs Association (CTPAA).

Time Warner Cable is pleased to announce the finalists in the 2006-2007 *Time Warner Cable Hang Tough Video Contest*. Over 2,200 students from 60 public, private and parochial schools submitted more than 550 entries. Schools throughout Time Warner Cable's 200 communities in our Wisconsin division were well represented. This year 20 scripts were chosen as finalists and a school in your community has been selected as one of the finalists. [Please see attached sheet for finalist schools].

I am pleased to invite you to join us for the exciting 14th premiere of Time Warner Cable's Hang Tough Video Contest Awards Ceremony. The awards ceremony will be held on Tuesday, April 17, 2007 at the Milwaukee Area Technical College's Cooley Auditorium located at 1015 N. 6th Street from 10:00 – 11:00 a.m. At the awards ceremony, the PSAs will be shown to a crowd of approximately 1,500 people and a distinguished panel of judges will choose the top 3 winners. The top three winners will receive an exciting prize for their school. The first place winners will receive a trip to Orlando, Florida to visit Disney World and other attractions. All finalists will receive commemorative trophies and a Hang Tough shirt.

Time Warner Cable will tape the program for re-broadcast. It will be aired approximately 1,000 times on cable, local broadcast channels as well as on Time Warner Cable's Wisconsin on Demand, Channel 1111. **If you would like to be in attendance for this event, please contact Shari Westermeyer at 414-277-4290.**

We are proud of each and every school that participated and are encouraged to see such involvement from all the communities we serve. Championing the campaign for a drug-free and violence-free society is a cause we can all get behind. Congratulations to you and the finalist students in your local community. We look forward to seeing you!

Sincerely,

Celeste Flynn
Director, Public Affairs

Join us for
The Time Warner Cable
Hang Tough Video Contest Awards Premiere

When: Tuesday, April 17, 2007

10:00 am Pre-ceremony warm-up activities

10:30 am Hang Tough Video Awards Program

Where: Milwaukee Area Technical College - Cooley Auditorium

1015 North 6th Street

Milwaukee, Wisconsin

R.S.V.P. - Shari Westermeyer at 414-277-4290

Since 1991, "Time Warner Cable's Hang Tough Video Contest" has encouraged thousands of Wisconsin students to use cable television as a positive medium to stop drug abuse and violence. Here is your chance to encourage Wisconsin's youth to "Hang Tough" against drugs and violence. Come and join us to cheer on the students' efforts!

Albert Story School - Milwaukee Public Schools

Beautiful Savior Lutheran School - Waukesha

Bruce Guadalupe School - Milwaukee Public Schools

Elkhart Lake-Glenbeulah Middle School - Elkhart Lake-Glenbeulah School District

First Immanuel Lutheran School - Cedarburg

General Mitchell Elementary School - Cudahy School District

Greenfield Middle School - Greenfield School District

Hales Corners Lutheran School - Hales Corners

Lakeshore Middle School - Mequon-Thiensville School District

Little Chute Middle School - Little Chute Area School District

McKinley Middle School - Kenosha Unified School District

Milwaukee Spanish Immersion School - Milwaukee Public Schools

Riverview Middle School - Plymouth School District

Samuel Morse Middle School - Milwaukee Public Schools

St. Bernadette School - Appleton

St. Francis de Sales School - Lake Geneva

St. Joseph's Elementary School - Wauwatosa

Walker School - West Allis/West Milwaukee School District

Woodside Elementary - Hamilton School District