



May 27, 2010

To Whom It May Concern:

Calgary Arts Development is pleased to throw its enthusiastic support behind the current initiative to establish a Poet Laureate program for our dynamic city.

We have studied Poet Laureate programs in other cities and have spoken with the former Poet Laureate of Toronto. Our conclusion is simple: a Poet Laureate can be a tremendous ambassador for the arts, and can enliven the soul of a city. In short, Calgary needs a Poet Laureate!

Consider this letter our organization's commitment to manage a Poet Laureate program, including integrating the program's marketing and communications into our existing initiatives. We estimate that our commitment is worth approximately \$5,000 per year in value, but hard costs will be much lower as it takes advantage of our capacities.

Sincerely,

Terry Rock
President & CEO



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