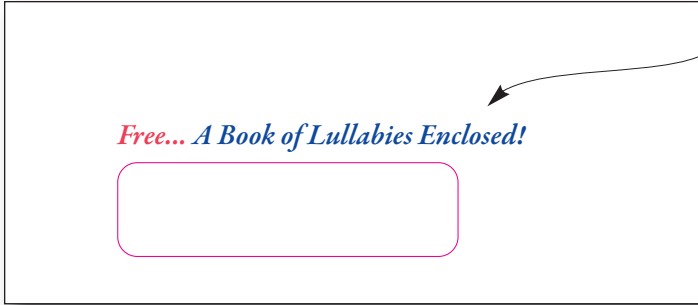




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## DIRECT MAIL (COPY & ART DIRECTION)



The outer envelope flagged that a free gift was enclosed. A Book of Lullabies

The letter, explained why the book of famous lullabies was enclosed

**IEF INTERNATIONAL EYE FOUNDATION**

*Enclosed is a book of famous lullabies especially for you. Let me tell you why . . .*

Dear Friend,


In the enclosed book of lullabies you will find the most famous lullaby "Hush little baby don't you cry" right at the start of the book.

There's a good reason for that; lullabies have always provided a soothing way to help children fall asleep all over the world.

Mothers in many developing countries have their babies strapped to their backs and sing to them as they go about their day. They sing them to sleep and they sing to them when they cry.

But there are some things no song can soothe.

**It is difficult enough to get a child to sleep when they are still hungry or malnourished. It is harder still when the child is sick and in danger of losing his or her sight.**



Just like the little girl Yama, who lives in a part of Africa that has the highest rate of river blindness.

This beautiful child was always full of life and energy. Just watching her smile and giggle filled one's heart with joy.

But when Yama developed little nodules on her skin and itching was so severe it made her often cry.

So, her parent's took her to the local doctor. The doctor took one look and shook his head. "She has a serious condition," he said.

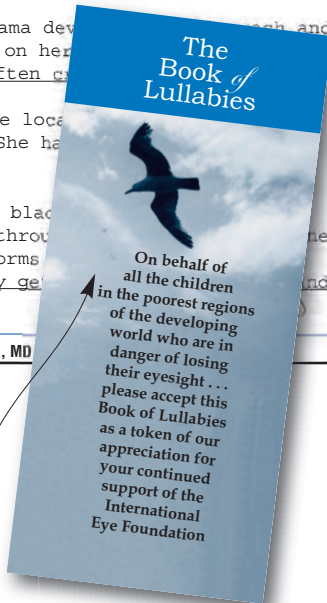
The microscopic worms passed by blood to her. The larvae enter the body through the skin throughout the body, eventually causing blindness.

10801 Connecticut Avenue | Kensington, MD

### US ACQUISITION PACKAGE FOR IEF INTERNATIONAL EYE FOUNDATION

The concept behind this package created for the Massachusetts non-profit agency **Newport Creative Communications**, was to relay that mothers around the world use lullabies to get their children to sleep when they cry. However, children in many developing countries continue to be victims of a terrible disease called 'river blindness'. This disease makes children infected cry all night from the constant itching.

Readers were asked to help donate to IEF so they could distribute Mectizan®, the only cure for this disease.



The FREE Book of Lullabies

Yes, Victoria, I want to help stop the suffering of children like Yama and help eradicate the crippling disease River Blindness! Here is my gift of:

\$HPC    \$HPC2    \$HPC3    \$HPC4    \$\_\_\_\_\_

Please make your check payable to International Eye Foundation  
See reverse side to donate by credit card

Mr. John Sampleperson  
Newport Creative Communications  
33 Railroad Avenue  
Duxbury, MA 02332-3807  
Barcode



IEF INTERNATIONAL EYE FOUNDATION

10801 Connecticut Avenue | Kensington, MD 20895  
www.iefusa.org

The Donation form