



15 July 2009

To Whom It May Concern:

Re: Letter of recommendation for Image Promotions

The Health Communication Partnership project in Zambia (HCP) is being implemented by Save the Children US, Johns Hopkins Bloomberg School of Public Health Centre for Communication Programs, and the International HIV/AIDS Alliance. The goal of the project is to support individuals, households, and communities to take positive health action for health.

It gives me great pleasure to write a letter of recommendation for Image Promotions. HCP used their event management services on two major, successful events over the last few months, the *Rhythm of Life* festival of health and music as well as the launch of the *One Love Kwasila!* campaign to prevent HIV.

We have been extremely pleased with their professionalism, attention to detail, willingness to work under pressure of time and resources as well as their ability to find creative solutions to challenges that crop up. Moreover, Lee-Anne Singh and her team are friendly and fun, making it a pleasure to work with them.

The *Rhythm of Life* festival was an all-day event on May 16, 2009 at the Lusaka Showgrounds involving health services, performances and security on a massive scale. Image Promotions was responsible for coordinating venue, security, catering, conveniences, and also organizing the tents and show booths (for displays and services) for the event, which attracted a crowd of 13,000. In addition to what they were directly responsible for, they did not hesitate to help in so many other small ways that truly made the difference between success and disaster. They were exceptional.

The *One Love Kwasila!* campaign was kicked off on June 16, 2009 with a red carpet premiere event of the centerpiece film, *Club Risky Business* at the Ster Kinekor cinema. From the catering and the décor to the ushers and the trimmings Image Promotions came through with flying colours.

We give the Image Promotions team our highest recommendation.

Sincerely,

Uttara Bharath Kumar
Deputy Chief of Party

CC: Lynn Lederer, Chief of Party
Faraz Naqvi, Technical Advisor