

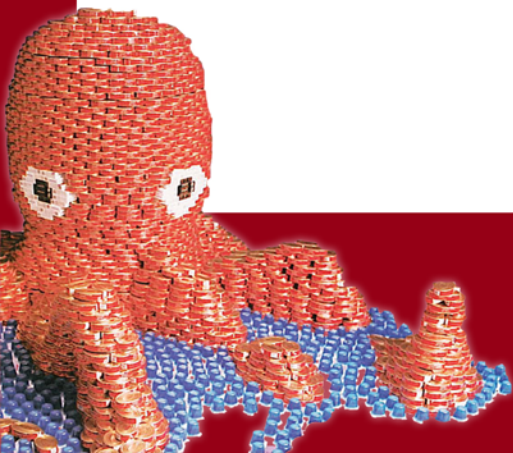
[10 YEARS]

Canstruction is one of the most unique food charities in the world. Magnificent sculptures built almost entirely of canned goods are created by local teams of architects, engineers & students and then displayed for the public to see. Judges rate the sculptures and winners compete nationally in the Canstruction competition. But the best part is that when the exhibit is deconstructed, all of the canned goods used are donated to the Harvey Kornblum Jewish Food Pantry and the St. Louis Area Foodbank. Last year over 53,000 cans of food were collected. For 10 years Canstruction has been feeding needy families in St. Louis. With your help we can do even more.

[I ALWAYS USED TO DONATE FOOD AND MONEY
TO THE PANTRY, BUT NOW I COME FOR HELP.]
-FOOD PANTRY CLIENT

[NEED]

This year Canstruction will be bigger and better than ever. And this is not without need. With the economy in its current state, more people are in need of assistance and less donors are able to help. The local food pantries are low on supplies and the demand has increased over 80%. You can increase local community awareness for your company and the Canstruction exhibit by being a part of this year's event.



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[OBJECTIVE]

To increase consumer awareness of your business in the St. Louis area through a community goodwill campaign associated with Canstruction.

[CONCEPT]

An exhibit in which sculptures are created wholly from canned goods, displayed at the Missouri History Museum and donated to the St. Louis Area Foodbank. The project will be supported by a robust media schedule on Charter Communications cable networks as well as special entertaining and informative segments about the project On Demand.

[TIME]

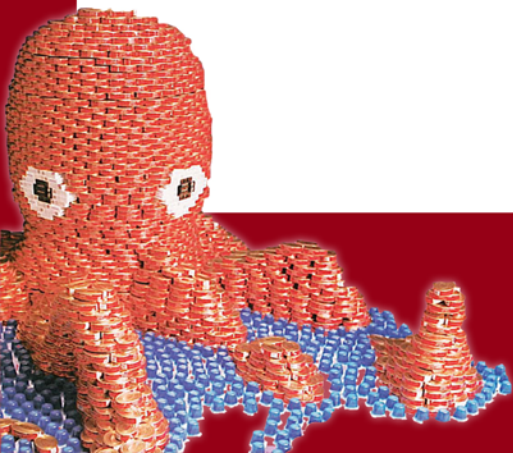
24-hour build out: Tuesday, March 23, 2010

Exhibit open: Wednesday, March 24 – Monday, April 5

Decanstruction & awards: 6 pm Monday, April 5

Promotional schedule: Monday, March 15 – Monday, April 5

Canstruction food drives: TBD



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