

WELCOME TO OPERATION: KEY WEST



Founder: James McGonigle, Entrepreneur

Co-Founder: Lt. Gen (Ret.) Ronald Blanck, Former Surgeon General of the Army

Co-Founder: VADM (Ret.) Harold Koenig, Former Surgeon General of the Navy

Announcing the Launch of 'Adopt A Military Family' [AMF]

OUR MISSION: to provide a "voice" for military families dealing with a seriously ill child, where there previously was none.

To All Business Owners: The following is a business proposal and NOT a request for a donation since OKW is NOT a charity. We believe, a one-time \$500 contribution to our "Operation: Key West" program, will be the most cost-effective decision any company could ever make. Here are the most important aspects of our proposal:

- The \$500 is a one-time event with NO additional requests for money.
- The \$500 can be written off as a marketing expense.
- A signed "thank you" letter will be sent encouraging the company to share with everyone in their "world".
- AMF will be happy to encourage local communities to patronize the company's products/services in a totally noncommercial approach.
- EVERY time a new family is helped, an email containing their "story" with pictures, will be sent to our "family of sponsors" thanking them for making this "smile" package possible.

We feel this is an excellent, non-commercial way, for your company to remain in front of your customers and prospects. We can't think of a better message to continually send out, than your company being associated with bringing "smiles" to military families at a time when they need it most. This is truly a win-win scenario!

Our Latest OKW Child--Cheyenne

Cheyenne is a little 6 year-old girl that has been battling health issues since she was born at 3 lbs.14 oz. Unfortunately, her immediate future involves surgery, radiation and chemotherapy all of which takes a tremendous toll on anyone, let alone a 6-year-old. Her "story" and video of her opening our "package of smiles" can be seen at our Operation: Key West " website. The best evidence of the impact of our program can be seen in an email that we received from her mother, Kelly, just a couple of days before her major surgery to remove a cancerous kidney. She wrote ***"....her smiles have continued since receiving her amazing gifts! It has been such a blessing and a little distraction for her. Cheyenne will have many things to keep her busy after her surgery. Thank you again for your love, encouragement and support"***



For more information call Jim McGonigle at 610-322-1889

Please visit our website at www.operationkeywest.org to learn more about the above program.