



STARS® 25 YEARS OF CARE
IN THE AIR

Alberta Shock Trauma Air Rescue Service Foundation

Dear Allen,

Sincere and heartfelt thanks for Pro Energy's Sponsorship of the 2011 STARS Calendar. Your generous contribution will help us provide critically ill and injured patients the care they need.

STARS is honoured to be connected with our Very Important Patients (VIPs) and their families. Allen, your willingness to share the story of your father in our Calendar reinforces the importance of our mission. I know our Calendar supporters will enjoy reading your story of courage, innovation and family.

The STARS Calendar is an important program that raises significant funds in support of STARS every year. Your sponsorship will add tremendously to this fundraising effort. Last year, our Calgary, Edmonton and Grand Prairie bases carried out 1,368 missions. Since 1985, STARS has flown over 19,000 missions. The commitment of the community, like the dedication you demonstrate, makes it possible for STARS to provide this vital service.

STARS focuses on four key programs in providing excellence in patient care:

Service - saving lives through specialized care and rapid transport;

Communications - locating the patient and identifying the level of medical care required;

Education and research - enhancing the training of rural and urban medical care providers and measuring patient and system outcomes;

Community - nurturing our relationships with our supporters.

By sponsoring the 2011 STARS Calendar, Pro Energy is aligning itself with STARS' powerful brand and committing itself to our life saving message. We look forward to helping Pro Energy achieve business and community impact objectives through this exciting partnership.

Thank you for your sponsorship of STARS!

A handwritten signature in black ink, appearing to read 'Erin Sharp'.

Erin Sharp
Director, New Initiatives
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