

Communications Workers of America Local Leaders List

November 3, 2009

To: All Local Presidents

Subject: "Sockville . . . A New
Pair of Socks" DVD –
It's Here & Available Now!

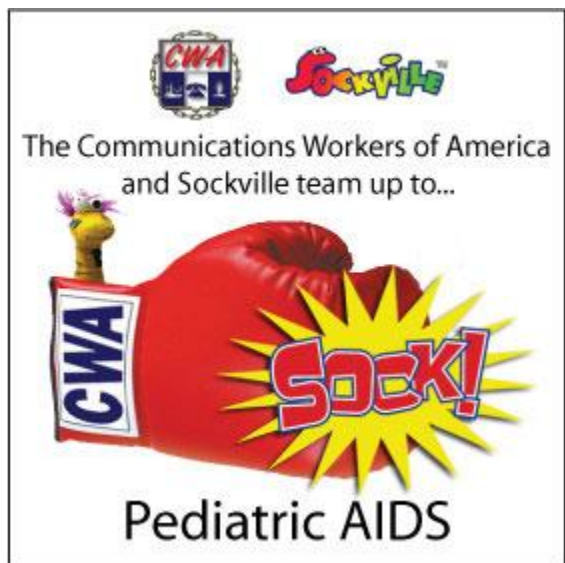
Dear Colleagues:

The award-winning children's DVD, "Sockville . . . A New Pair of Socks," is now available for purchase at the special price of \$9.99. Most important, three dollars from the purchase of every DVD goes to the Elizabeth Glaser Pediatric AIDS Foundation, CWA's Charity of Choice for almost 20 years.

This is an incredibly easy way to involve your members in raising money for this wonderful cause. You can purchase a copy of the DVD as a great gift for children, grandchildren, nieces, nephews, and more. You can use it for birthdays, the upcoming holidays, or just because.

You also can view a special preview of the video now by visiting the Sockville website at www.sockville.com and clicking on the "play promo" button. Then sit back, enjoy and laugh yourself silly.

The Sockville DVD is designed and produced by one of CWA's very own, Patrick Voss, a CWA member of Local 6300 in St. Louis. Patrick is one of two principals in Sockville. Sockville, LLC is the production company of the Sockville children's show. The Sockville team is dedicated to providing an entertaining, creative, and imaginative way of learning. They seek to inspire children to embrace good values and manners, follow their dreams, and to respect others. They believe that laughter and creativity promote learning ability.



The Sockville DVD may be ordered from a specially designed website for this fundraiser at www.sockshelpingkids.com. The website will be open for business from November 1 – December 15, 2009. For every DVD that is purchased, your local will be credited \$3.00 toward your 2009 Pediatric AIDS quota as long as the member indicates their local number at the time of purchase.

In Unity,

Annie Hill
Executive Vice President

c: Executive Board
Staff
Uma Mehta
Patrick Voss

**Working Families
e-Activist Network**

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