

## Damien Reilly

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**From:** Social Marketing | Bluepie <social.marketing@bluepie.com.au>  
**Sent:** Monday, 5 March 2012 11:32 AM  
**To:** 'David Small'  
**Cc:** damien@bluepie.com.au; pcondoleon@hotmail.com; rufus@bluepie.com.au  
**Subject:** RE: BLUE PIE + DEALIGN WITH DESTINY - EMAIL OF SUPPORT FROM VARIETY - 2.3.12

David

Thanks for the update. That's great. We will post this with the news listing on Blue Pie's site and the Dealing With Destiny site. Rufus should have the news item live later today as per your updated version below.

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Mr Damien Reilly  
CEO  
Blue Pie Productions USA

&

Paul Condoleon  
Producer of Dealing With Destiny ( The Film )  
Dalifey Films

Dear Damien and Paul,

I would like to extend our deep thanks to you and the teams at Blue Pie and the marketing team at Dealing With Destiny for the non stop support you have shown Variety. Your ongoing support in helping us to raise much needed funding for [Australian](#) children born with serious illness and disability.

Without the kindness and generosity from companies such as Blue Pie and Dalifey Films, Variety - [the Children's Charity](#), would be unable to provide the special care we believe is not only valuable but [vital](#) for those children affected by illness [or disability](#).

So far we have been able to raise close to \$10,000 from the raffle of the car " Betsy" in the film and box office ticket sales that have been kindly donated and there is more to come from your marketing efforts with retailers like Coles and Woolworths and hopefully support from QANTAS and VIRGIN showing the film in their In-Flight systems.

You have been very creative with this film and we look forward to working with you on any new film projects where you wish to donate proceeds to Variety.

I would like to send special thanks to Paul and James Condoleon and Damien Reilly for jumping on board to help fund this cause and to get the business model over to us last year. I want everyone involved to know the disadvantaged children of Australia are incredibly grateful.

Thankyou Damien, Paul and James and the teams at Blue Pie and Dalifey Films for your great work.

All the best  
**David Small**  
CEO  
**Variety, the children's charity**  
707 Darling Street | Locked Bag 1044  
Rozelle | NSW | 2039

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F: 02 9555 1594  
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**Social Marketing**

**Blue Pie Productions** <sup>TM</sup> **USA LLC**

EXPO112 Unit 20/112 McEvoy Street  
Alexandria, NSW 2015

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p: 612 9310 0155  
f: 612 9310 0166

This email is confidential. it is the recipient's responsibility to ensure that any attachments are scanned for viruses prior to use.  
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**From:** David Small [mailto:[david.small@variety.org.au](mailto:david.small@variety.org.au)]  
**Sent:** Friday, 2 March 2012 3:00 PM  
**To:** Social Marketing | Bluepie  
**Cc:** [damien@bluepie.com.au](mailto:damien@bluepie.com.au); [pcondoleon@hotmail.com](mailto:pcondoleon@hotmail.com)  
**Subject:** RE: BLUE PIE + DEALIGN WITH DESTINY - EMAIL OF SUPPORT FROM VARIETY - 2.3.12

Hi Greta,

That looks good....a couple of minor changes in blue and with those, if your happy, good to go.

All the best  
David

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**From:** Social Marketing | Bluepie [mailto:[social.marketing@bluepie.com.au](mailto:social.marketing@bluepie.com.au)]  
**Sent:** Friday, 2 March 2012 1:49 PM  
**To:** David Small  
**Cc:** [damien@bluepie.com.au](mailto:damien@bluepie.com.au); [pcondoleon@hotmail.com](mailto:pcondoleon@hotmail.com)  
**Subject:** BLUE PIE + DEALIGN WITH DESTINY - EMAIL OF SUPPORT FROM VARIETY - 2.3.12

David

**BLUE PIE + DEALIGN WITH DESTINY - EMAIL OF SUPPORT FROM VARIETY - 2.3.12**

I hope that you are well. I am doing the marketing and distribution for the Film " Dealing With Destiny " and as per Damien's email I would like to ask if we could get an email endorsement from you for the news and media sections of the site. I have drafted one for you so that we can show this to the world on how we have been able to think outside the circle and help Variety. The email would be posted to the Blue Pie charity section and the Dealing With Destiny news sections of their respective websites.

Let me know if you need anything more from me. Please feel free to edit and change. I am also CC'ing you on the emails to QANTAS + Virgin and the major retailers. Ad Damien and Paul have agreed all sales proceeds will be donated to Variety for any sales of the film on QANTAS and VIRGIN + via any Coles and Woolworths store.

Once you have approved and or edited the version I will send you the links on the websites so you can link them to your own site if you so desire.

Regards

Greta

\*\*\*\*\*

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CEO  
Blue Pie Productions USA

&

Paul Condoleon  
Producer of Dealing With Destiny ( The Film )  
Dalifey Films

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Greta Stonehouse  
Social Marketing

**Blue Pie Productions** <sup>TM</sup> **USA LLC**  
[www.bluepie.com.au](http://www.bluepie.com.au)

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