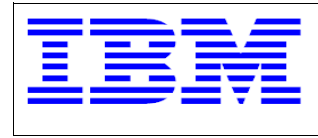


February 10, 2010

Sharon McCollum, Principal
Ivanna Eudora Kean High School
6501 Red Hook Plaza, Suite #2
St. Thomas, Virgin Islands 00802



Dear Ms. McCollum,

In support of the United States Virgin Islands Lifestyle Festival, IBM is proud to sponsor the **2010 "Student Essay Contest"** at the Ivanna Eudora Kean High School in St. Thomas. Our objective in sponsoring this contest is to encourage your high school students to address some of the critical health issues impacting their communities. It is our hope that students participating in the essay contest will deepen their understanding of the influence of technology on health and enhance their skills in writing essays.

ESSAY TOPIC: How would you use technology to understand family health issues? Explain how education and technology come together to make life and living a good experience.

ESSAY GUIDELINES:

- Write an essay between 600 and 750 words. This must be typed in a Word document.
- Contestants must be a current student at Ivanna Eudora Kean High School, 9th -12th grades.
- All completed, eligible essays must be **received by IBM by Wednesday, May 5, 2010**, where they will be judged by a panel of IBM employees.
- Awards will be presented to the student winners, accompanied by their principal and families, at the **U.S. Virgin Islands Lifestyle Festival Health Awareness Day, Saturday July 24, 2010 in St. Thomas.**
- First place winner will receive an IBM/Lenovo laptop computer. Second and third place prizes will also be awarded.

Eligible essays should be emailed to: Ms. Denise Evans, IBM, at devans@us.ibm.com. We anticipate and look forward to receiving outstanding essays from your students. Feel free to contact Denise Evans for any questions you may have.

Regards,

Marilyn

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