



Calla Lily, 1984©
Estate of Robert Mapplethorpe

THE ROBERT MAPPLETHORPE LABORATORY FOR AIDS RESEARCH

At the Deaconess Hospital
A major teaching hospital
of Harvard Medical School

Jerome E. Groopman, M.D.
Director

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October, 1993

Dear Friend,

We'd like to offer you a chance to show your loved ones how much you care, while creating hope for the future for people with HIV.

For the first time, The Robert Mapplethorpe Laboratory for AIDS Research has created a limited-edition holiday card. This exceptional quality card features a never-before reproduced Mapplethorpe floral image and is authorized by the Robert Mapplethorpe Foundation. Each card states a gift to The Mapplethorpe Laboratory has been made in the recipient's name, and includes information about the Laboratory printed on the back.

Since funding for the Laboratory's vital work is generated on an ongoing basis, the revenues from this Holiday Card program will be directly applied to the development of new drugs and treatment which block HIV.

In addition, the Mapplethorpe Laboratory Holiday Card program offers a real service to you. It's easy to participate and can make your holiday card rush a little less stressful.

There are two ways in which you can participate in this important program:

Option A: Full Service We do everything. Simply send in the enclosed form with your attached list of names and preferred salutations. We write, address and post each card via first-class mail. **Donation: \$10 per card.**

Option B: Cards Only We provide you with a package of 20 cards and envelopes, which you address and mail to your holiday list. **Donation: \$150 for a box of 20 (\$7.50 per card).**

Orders must be received by November 15, 1993, so send in your order form and payment today. In addition, I encourage you to make a donation of greater value as a way of showing your commitment.

Holiday cards from The Mapplethorpe Laboratory will really make a difference in the fight against AIDS. Together in this battle, we will make this a holiday season of real caring.

Sincerely,

A handwritten signature in cursive script that reads "Charlene Engelhard".

Charlene Engelhard
Chairperson, Special Projects

P.S. To ensure holiday delivery, please order your cards by November 15th. Supplies are limited.
Make sure everyone on your list gets one. Order today!