



January 9, 2008

Greetings:

You are invited to attend the 40th C.M. Russell Art Auction in Great Falls, Montana, March 12-15, 2008. Produced by the Great Falls Advertising Federation (Ad Club), the Auction is a benefit for the C.M. Russell Museum and the Ad Club. Throughout the 39 year auction history Ad Club has sold over \$24 million in artwork and donated over \$5 million to the Museum.

If you plan to attend, we will supply you with media credentials and tickets to all Auction events. If you are unable to attend, but would like to cover our world-renowned event, the enclosed disk includes Auction information, history and art images. Please contact me if you are interested in a copy of our Auction catalog, which includes more information as well as images of all the art to be sold on Friday and Saturday night's live auction.

Please contact one of the media contacts listed below if you need more information or to confirm your attendance and request media passes. You can also visit our website, www.gfaf.com and select the link "Auction Publicity", for more information. We would appreciate receiving a copy of your publicity, so we can add it to our archive.

We look forward to seeing you in March, and welcoming you to the "Western Art Capital of the World."

Best Wishes,

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