

NICE TO MEET YOU. **HOW CAN I HELP?**

Design & Art Direction

25th Anniversary ANNUAL GALA
REFLECTIONS

SAVE the DATE
SATURDAY, JUNE 11, 2011
FRIENDS OF PRENTICE
— 25th Annual Gala —
Reflections
GRAND BALLROOM, NAVY PIER | CHICAGO, ILLINOIS
COCKTAILS AND SILENT AUCTION AT 5:30 P.M.
Dinner and Dancing to the Sounds of Lynne Jordan & The Shivers
..... *Black Tie*

For more information, please contact Northwestern Memorial Foundation
at 312-926-7133 or visit www.friendsofprentice.org

25th Anniversary ANNUAL GALA
Friends of Prentice
c/o Northwestern Memorial Foundation
251 East Huron, Suite 3-200
Chicago, Illinois 60611

25th Anniversary ANNUAL GALA
REFLECTIONS

25th Anniversary ANNUAL GALA SATURDAY, JUNE 11, 2011
REFLECTIONS NAVY PIER, GRAND BALLROOM, CHICAGO
Cocktails and Silent Auction at 5:30 p.m.

NAME _____
ADDRESS _____
CITY, STATE, ZIP _____
TELEPHONE _____
EMAIL _____

PLEASE RESERVE:

Contributor table(s) of 10 at \$15,000
Patron table(s) of 10 at \$10,000
Benefactor table(s) of 10 at \$7,000
Friends table(s) of 10 at \$5,000
Tickets at \$500

Your reservation will be held at the door. Please indicate seating preferences on reverse (or give location)

I/we are unable to attend, but would like to support Friends of Prentice initiatives with a contribution of:
\$10,000 \$5,000 \$2,500 \$1,000 \$500 \$250 \$ _____ (please circle one)

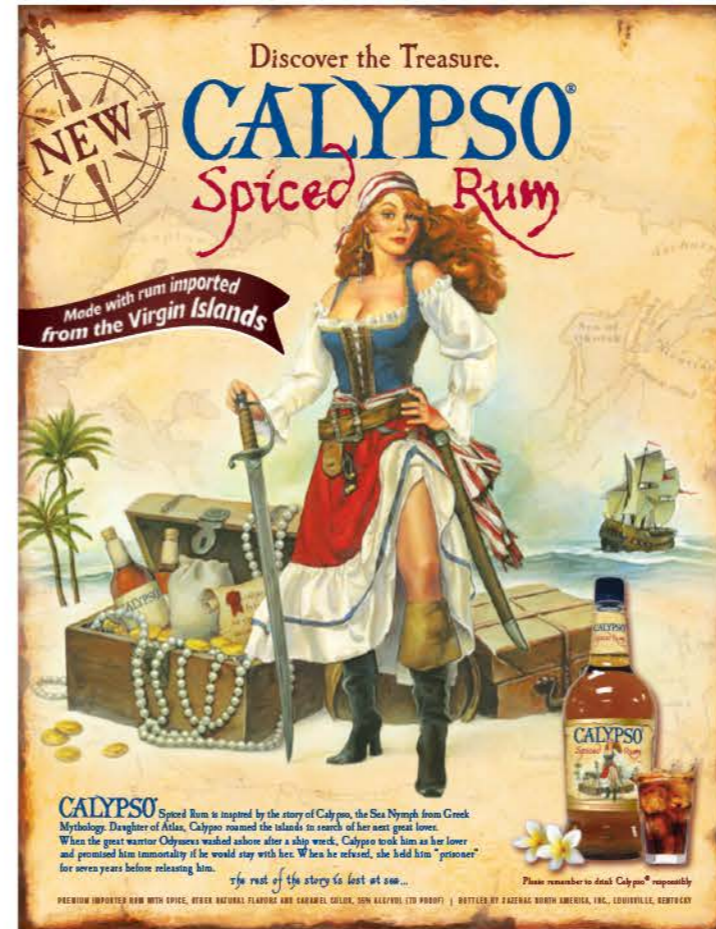
For more information, phone reservations or to purchase raffle tickets, please call Northwestern Memorial Foundation at (312) 926-7133.
To purchase event tickets online, please visit www.friendsofprentice.org. Please complete payment information on the back of this card.

FRIENDS of PRENTICE

25th Anniversary ANNUAL GALA
REFLECTIONS

SATURDAY, JUNE 11, 2011
Grand Ballroom, Navy Pier
CHICAGO, ILLINOIS

MASTERS OF CEREMONY, KAREN JORDAN AND CHRISTIAN -AKK
COCKTAILS AND SILENT AUCTION AT 5:30 P.M.
DINNER AND DANCING TO THE SOUNDS OF LYNNE JORDAN & THE SHIVERS
BLACK TIE • VALET PARKING



CALYPSO

SPICED RUM / BRAND IDENTITY, PACKAGING (GDUSA AWARD WINNER), POINT-OF-SALE, MERCHANDISE & ADVERTISING



TASTE THE ISLAND FLAVOR OF CALYPSO® COCONUT RUM

- Made with rum imported from the Virgin Islands, this smooth and creamy coconut rum pairs perfectly with tropical mixers.
- Priced competitively, Calypso® is the rum of choice for casual parties, hanging with friends, or that beach party adventure!
- Eyecatching case card and shelf talker bring the tropical spirit of Calypso® to life!

CALYPSO Coconut Rum

NEW! Coconut Rum

CALYPSO CRUISER
 1 part Calypso Coconut Rum
 1 part Orange Juice
 1 part Pineapple Juice
 Garnish with a maraschino cherry & a twist.

Caribbean Breeze
 1 part Calypso Coconut Rum
 1 part Orange Juice
 1 part Pineapple Juice
 Garnish with a maraschino cherry & a twist.

Calypso® Sour
 1 part Calypso Coconut Rum
 1 part Orange Juice
 1 part Pineapple Juice
 Garnish with a maraschino cherry & a twist.

Calypso® Cooler
 1 part Calypso Coconut Rum
 1 part Orange Juice
 1 part Pineapple Juice
 Garnish with a maraschino cherry & a twist.

Bahama Mama
 1 part Calypso Coconut Rum
 1 part Orange Juice
 1 part Pineapple Juice
 Garnish with a maraschino cherry & a twist.

Please remember to drink Calypso® responsibly.

UPC	SCC	CASES/LAYER	LAYERS/PALLET	CASES/PALLET	CASE WEIGHT
76 56401 8	10085676564015	15	6	90	24.8
76 56402 5	10085676564022	11	5	55	38.9
76 56403 2	10085676564039	14	5	70	30
76 56404 9	10085676564046	17	6	102	19.9

NATURAL FLAVORS, 21% ALC/VOL (42 PROOF) | BOTTLED BY SAZERAC NORTH AMERICA, INC. LOUISVILLE, KENTUCKY | PLEASE REMEMBER TO DRINK CALYPSO® RESPONSIBLY

CALYPSO®

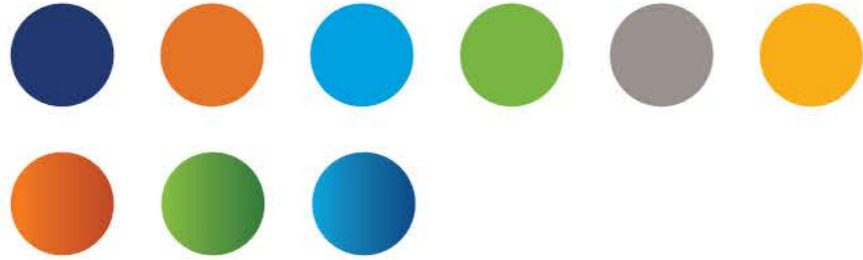
NEW! Coconut Rum

CALYPSO Coconut Rum

CALYPSO CRUISER
 1 PART Calypso Coconut Rum
 1 PART Orange Juice
 1 PART Pineapple Juice
 Combine in a tall glass over ice.
 Garnish with a maraschino cherry & a twist.



COLOR PALETTE



TYPOGRAPHY HELVETICA NEUE

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

QUICK LINKS ICONS



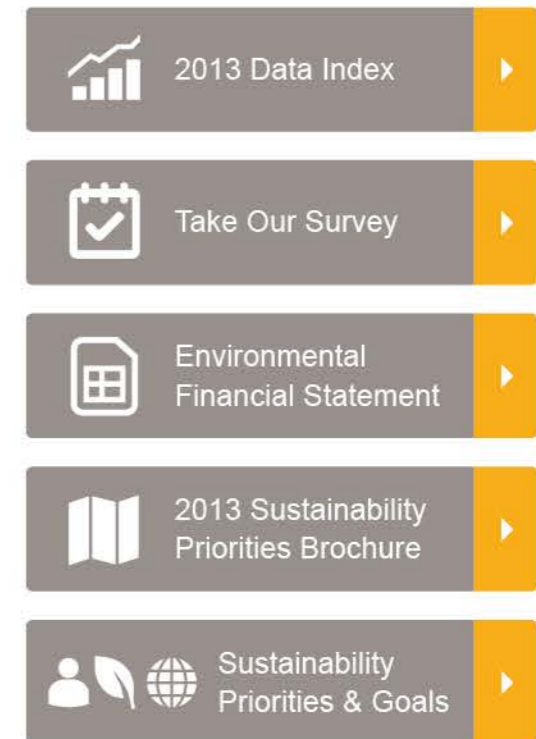
BUTTON PRIORITIES & GOALS



ICONS SUSTAINABILITY PRIORITIES

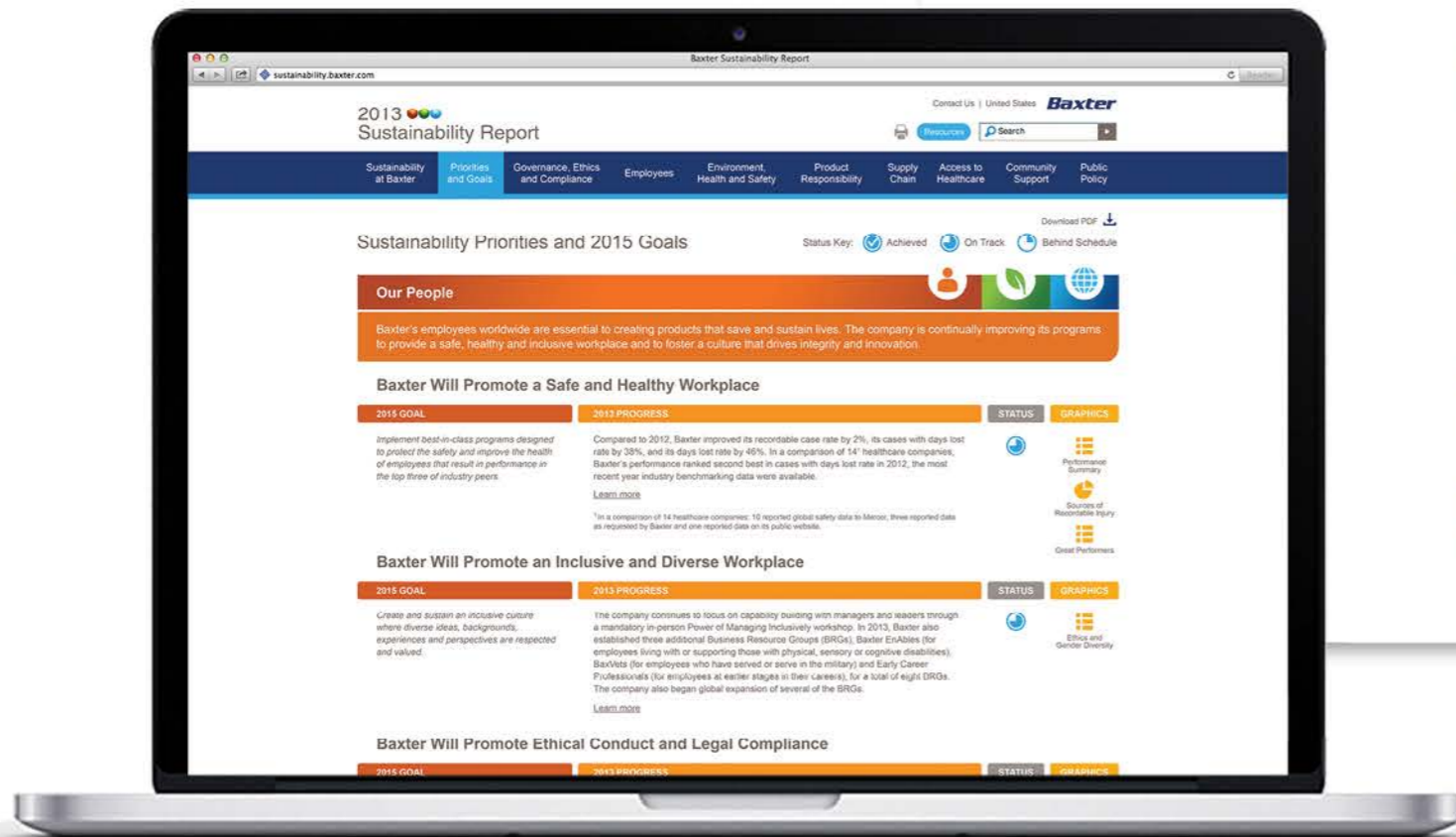
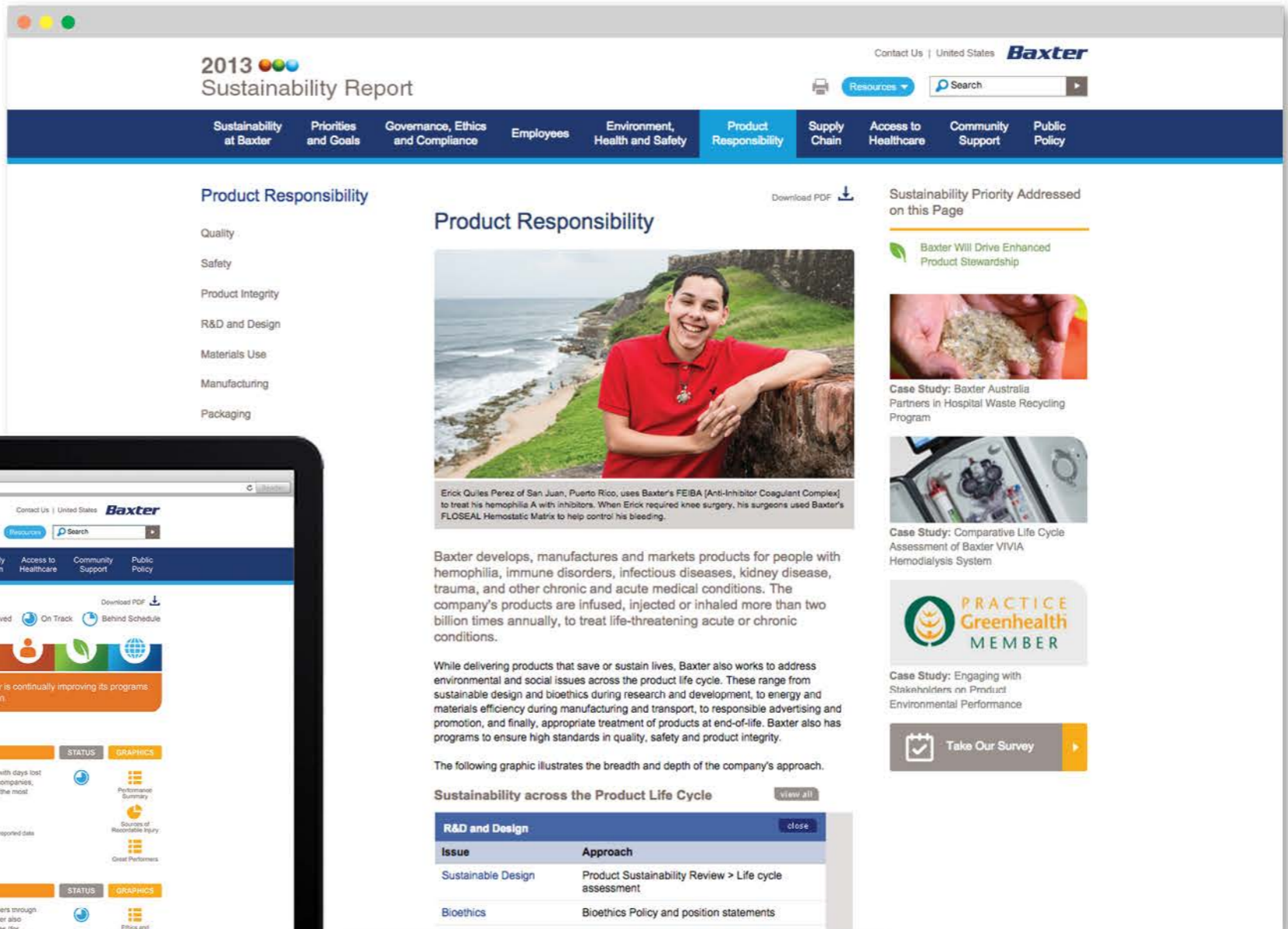


TEASER BUTTONS



SIDE BAR GRAPHIC HIGHLIGHTS







What America's Missing



got milk?



One More Matters

Pouring one more serving of milk a day may be all it takes to help fill in those nutrients that are in short supply — especially calcium, vitamin D and potassium. Just one of the 40 nutrients of concern identified in the 2010 Dietary Guidelines Advisory Committee report.

MILK'S NUTRIENT POWER

Milk and milk products make powerful nutrient contributions to the American diet.

IN A USDA "HEALTHY" FOOD PATTERN

- 10% CALORIES
- 20% OF AMERICAN CALCIUM AND VITAMIN D
- 30-40% OF AMERICAN PHOSPHORUS, VITAMIN A, RIBOFLAVIN AND VITAMIN B2
- CONTRIBUTES ONLY 5% OF TOTAL CALORIES
- 20-30% OF AMERICAN POTASSIUM, ZINC AND CHOLESTEROL

FAT FREE MILK

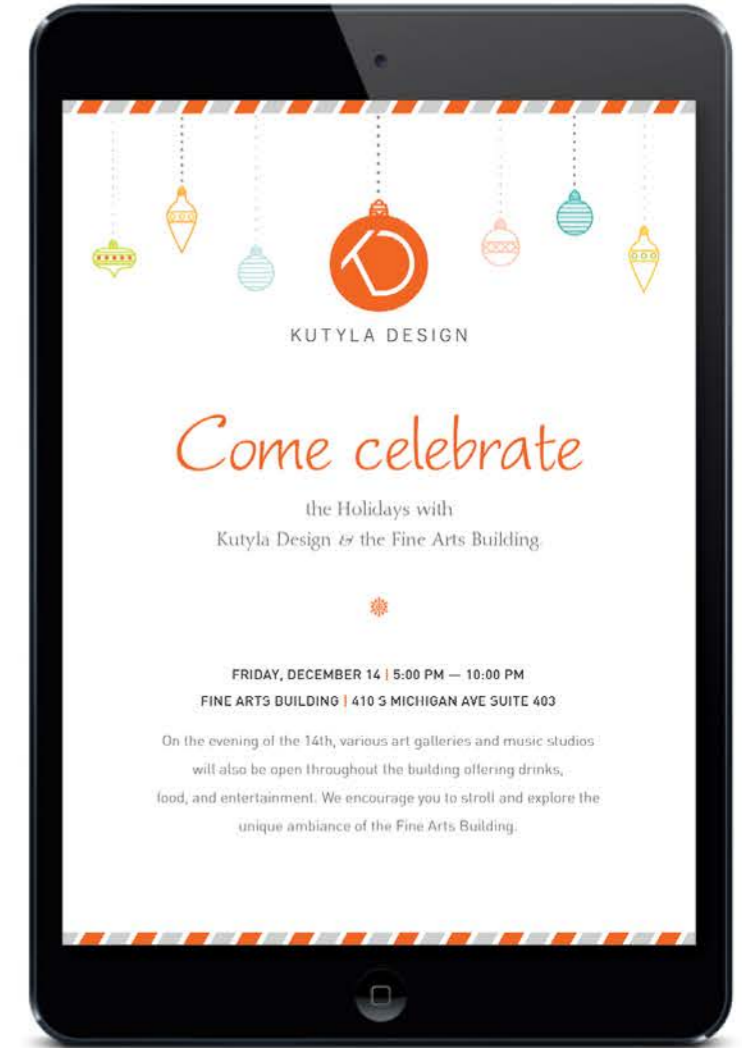
Nutrition Facts	
Serving Size 1 cup (240 mL)	
Amount Per Serving	
	% Daily Value*
Total Fat	0g
Cholesterol	0%
Total Crap	0%
Sodium	0%
Total Sugar	0%
Total Fat	0%
Total Protein	8g
Calcium	30%
Vitamin D	25%
Phosphorus	30%
Potassium	20%
Vitamin A	10%
Vitamin B2	20%
Vitamin B12	10%
Iron	0%
Zinc	10%
Cholesterol	0%
Total Crap	0%

PERCENT DAILY VALUES

- 30% Calcium: Helps build and maintain strong bones and teeth.
- 25% Vitamin D: Promotes the absorption of calcium for healthy bones.
- 20% Phosphorus: Works with calcium and vitamin D to help keep bones strong.
- 20% Riboflavin: Helps convert food into energy.
- 16% Protein: Helps build and maintain lean muscle.
- 12% Vitamin B12: Works closely with folic acid to make red blood cells.
- 11% Potassium: Helps regulate the balance of fluids in your body.
- 10% Niacin (or its water-soluble form): Helps enzymes function normally in your body.
- 10% Vitamin A: Supports good vision, healthy skin and helps maintain integrity of the immune system.



KUTYLA DESIGN



70%
OF THE WORLD'S DATA
IS CREATED BY USERS'
PERSONAL
ACTIVITY

Manage Data Mindfully.

PRIVACY@WORK <http://legal.oneabbott.com/privacy/pages/home.aspx> Abbott

IF THE WORLD'S
DIGITAL CONTENT
WERE PRINTED AND BOUND INTO
BOOKS, IT WOULD STACK
FROM EARTH TO PLUTO
10 TIMES

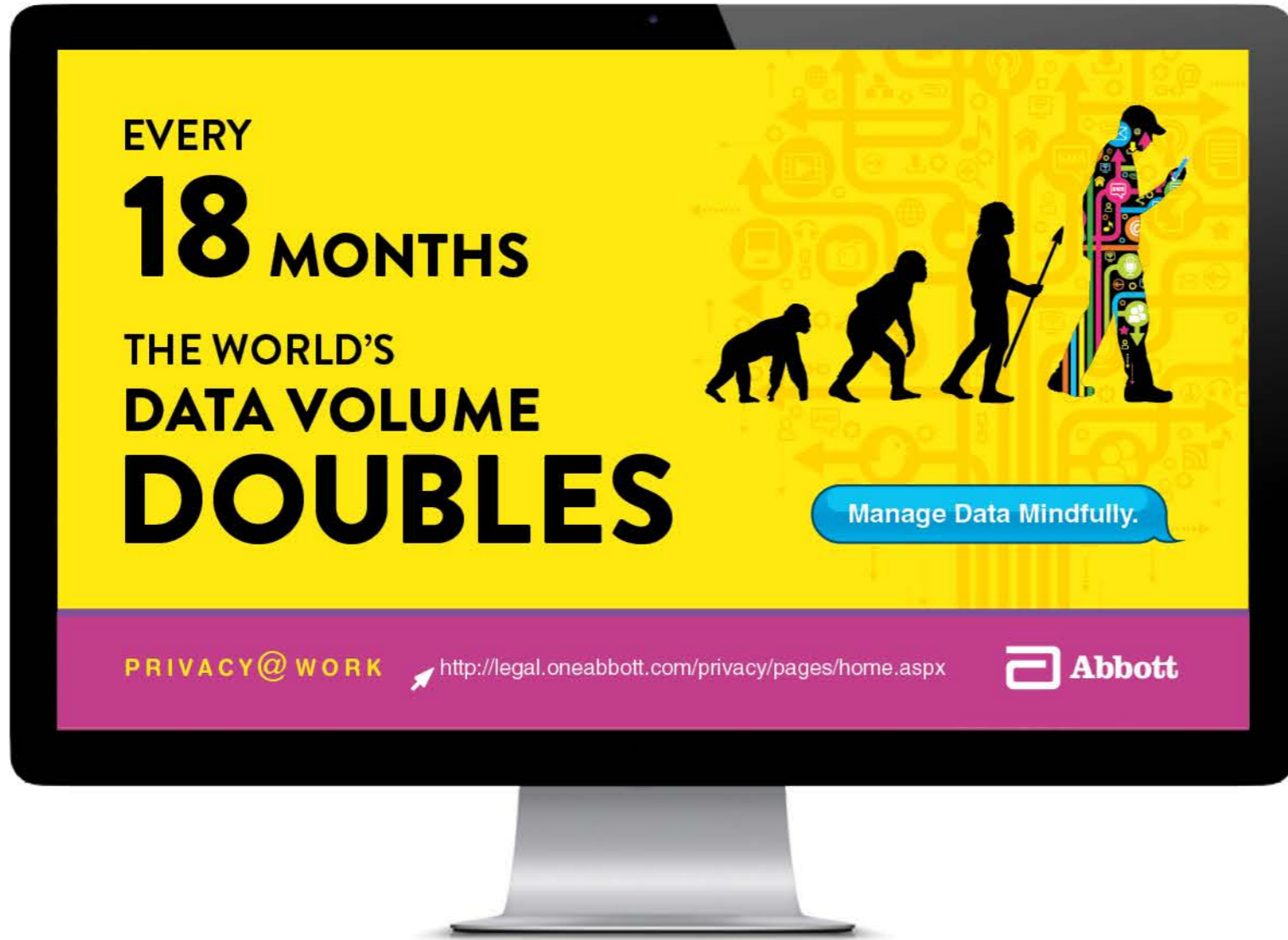
Manage Data Mindfully.

PRIVACY@WORK <http://legal.oneabbott.com/privacy/pages/home.aspx> Abbott

NEXT YEAR, WE'LL HAVE
3X MORE
BITS OF INFORMATION IN OUR
DIGITAL UNIVERSE
THAN STARS
IN OUR PHYSICAL UNIVERSE

Manage Data Mindfully.

PRIVACY@WORK <http://legal.oneabbott.com/privacy/pages/home.aspx> Abbott



NEXT YEAR, WE'LL HAVE
3X MORE
 BITS OF INFORMATION IN OUR
DIGITAL UNIVERSE
 THAN STARS
 IN OUR PHYSICAL UNIVERSE

Manage Data Mindfully.

PRIVACY@WORK <http://legal.oneabbott.com/privacy/pages/home.aspx>

내년에는 실제 우주에 있는
 별보다
 디지털 우주에 있는
 정보의 비트 수가
**세배나 더 많아질
 것입니다.**

정보를 주의해서 다루주세요.

PRIVACY@WORK <http://legal.oneabbott.com/privacy/pages/home.aspx>

В СЛЕДУЮЩЕМ ГОДУ
 НА НАШЕЙ ПЛАНЕТЕ БУДЕТ
В 3 РАЗА
 БОЛЬШЕ БИТОВ
 ИНФОРМАЦИИ,
 ЧЕМ ЗВЕЗД ВО ВСЕЛЕННОЙ

Управляйте данными внимательно.

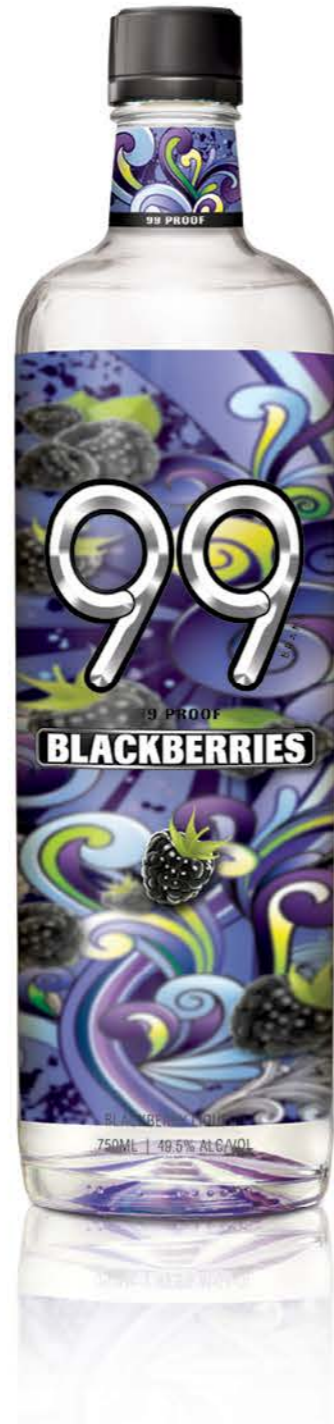
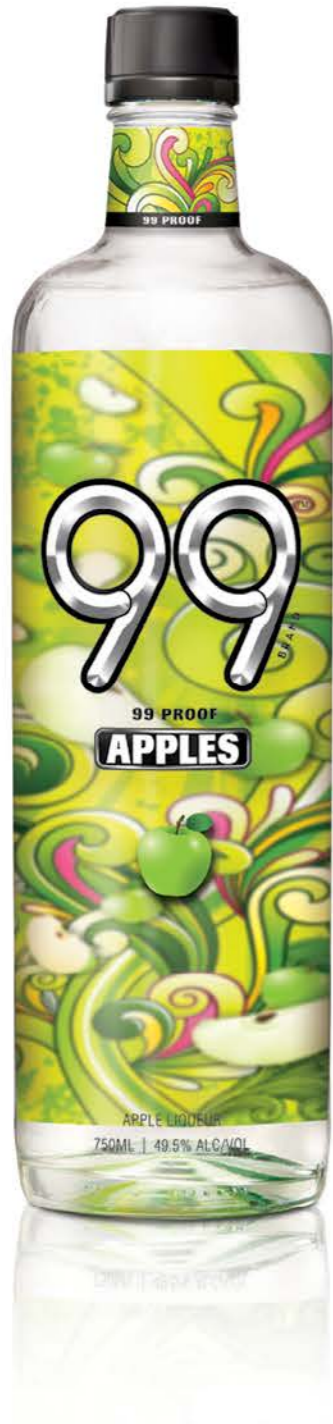
PRIVACY@WORK <http://legal.oneabbott.com/privacy/pages/home.aspx>

EL AÑO QUE VIENE TENDREMOS
TRES VECES MÁS
 BITS DE INFORMACIÓN EN EL
UNIVERSO DIGITAL
 QUE ESTRELLAS
 EN EL UNIVERSO FÍSICO

Trate los datos con cautela.

PRIVACY@WORK <http://legal.oneabbott.com/privacy/pages/home.aspx>





MAIN GRAPHIC ELEMENT SWIRLS



FLAVOR COLOR PALETTE



TYPOGRAPHY

NEUTRAFACE

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

BERTHOLD IMAGO

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

HAND OF SEAN

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

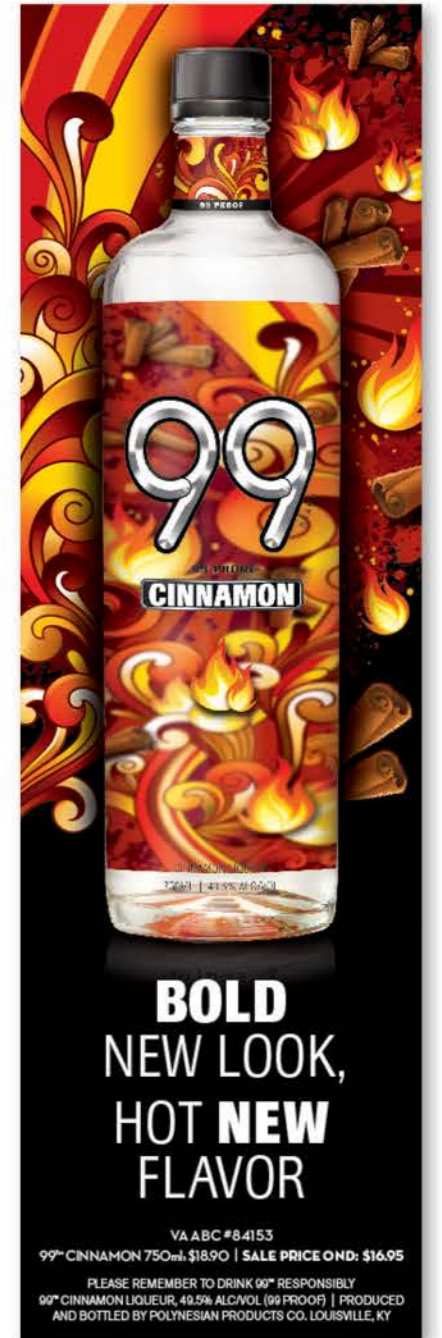








**BOLD
NEW LOOK,
HOT NEW
FLAVOR**



**BOLD
NEW LOOK,
HOT NEW
FLAVOR**

VA ABC #84153
99° CINNAMON 750ml, \$18.90 | SALE PRICE OND: \$16.95
PLEASE REMEMBER TO DRINK 99° RESPONSIBLY
99° CINNAMON LIQUEUR, 49.5% ALC/VOL (99 PROOF) | PRODUCED
AND BOTTLED BY POLYNESIAN PRODUCTS CO., LOUISVILLE, KY



LET'S COLLABORATE.

KRISTINE KI

^wKRISTINEKI.COM ^eKRISTINE.J.KI@GMAIL.COM ^p812.272.5514