



October 30, 2009

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Joseph Lovett
President
Lovett Productions, Inc.
17 Van Dam Street, Ground Floor
New York, N.Y. 10013

Dear Joe,

It is a rare occurrence when one project brings together so many of the issues that individuals who are visually impaired and their families face each day. That is what you have achieved with your new film entitled "Going Blind". The people in your film are particularly inspiring, not just to members of the blind and visually impaired community, but to everyone who has ever had to cope with a major life crisis.

The Jewish Guild for the Blind, a not-for-profit, nonsectarian agency that has, for almost a century, been serving persons of all ages who are visually impaired, blind and multidisabled, is willing to help in any way we can. We can certainly help publicize your film by alerting all of the people we serve and their families as well, as to the best way to view it.

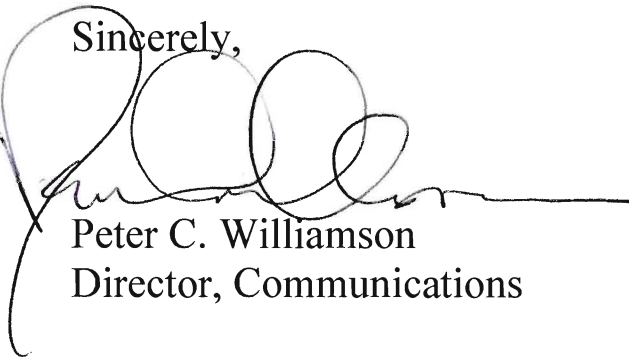
Serving All People



All of us in the vision care field are committed to making sure that literature and films such as yours reach the general public so that they will better understand all of the assistance that is available for people who are losing vision.

We are eager to meet with you and your team to discuss ways that we may be helpful in a grassroots publicity campaign both for the film's introduction on television and afterwards, when it is available to individuals and groups.

Sincerely,



Peter C. Williamson
Director, Communications