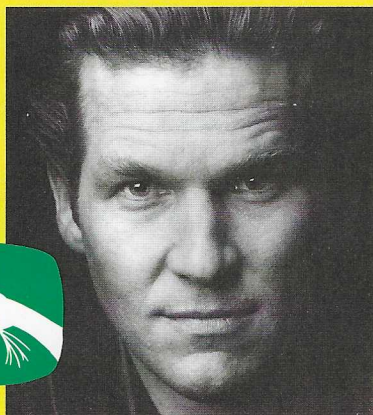


END  
HUNGER  
NETWORK

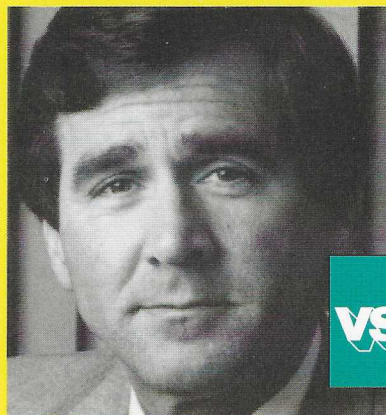


Jeff  
Bridges

& Jeffrey Eves  
Found 12 Million

Reasons

To Unite



The Home Video  
Industry.

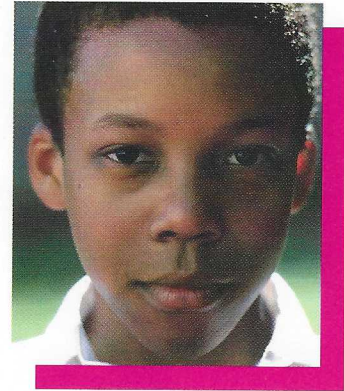
*FAST FORWARD  
TO END HUNGER*



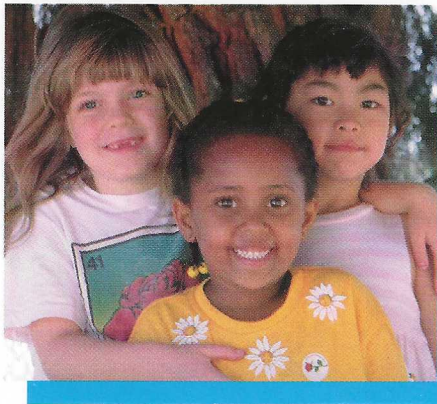


# Today, 12 Million American Kids Face Chronic Hunger

These appalling statistics inspired the VIDEO SOFTWARE DEALERS ASSOCIATION and the END HUNGER NETWORK, a non-profit organization founded by Jeff Bridges, to create FAST FORWARD TO END HUNGER.

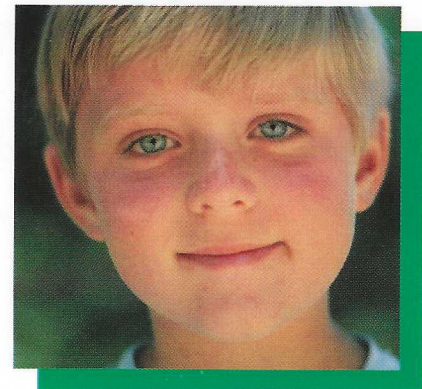


## We Can Make A Difference



Join with thousands of video retailers across America, major and independent film companies, home video distributors, duplicators and other industry businesses in this unprecedented program. FAST FORWARD TO END HUNGER is the first unified video industry campaign devoted to ending childhood hunger in America.

Hollywood's biggest stars will support your participation in successfully collecting donations, raising awareness and truly making a difference in your community. You can help end an American tragedy — childhood hunger.



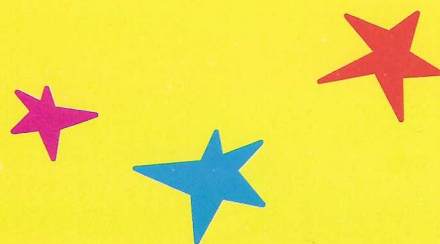
## The Facts Speak For Themselves

- 12 Million children are exposed to hunger.
- Each year, 40,000 babies die from hunger-related causes.
- Today, 100,000 children are homeless.
- No other industrialized country has so many hungry kids.



# Real Star Power

## Celebrity Advisory Committee



Top Hollywood celebrities are making a difference through FAST FORWARD TO END HUNGER Public Service Announcements, in-store video presentations and a national publicity campaign.

Jeff Bridges *Co-Chair*

Ed Harris

Harold Ramis

Valerie Harper *Co-Chair*

Don Henley

Paul Reiser

Suzy Amis

Dustin Hoffman

Ivan Reitman

Beau Bridges

Cheryl & Ron Howard

Julia Roberts

Lloyd Bridges

Don Johnson

John Savage

Keith Carradine

Quincy Jones

Arnold Schwarzenegger

Vanessa Lee Chester

Nicole Kidman

Alicia Silverstone

Glenn Close

Martin Landau

Max Slade

Tom Cruise

Diane Lane

Kathy Smith

Kirsten Dunst

Amy Madigan

Sharon Stone

Bob Dylan

Ross Malinger

Robin Williams

Bridget Fonda

Marlee Matlin

Scott Wolf

Morgan Freeman

Matthew Modine

Elijah Wood

Kenny G

Paul Newman



Danny Glover

Dennis Quaid

Melanie Griffith

Raffi

...and more to come.



## How Will It Work

- \* FAST FORWARD TO END HUNGER is an in-store fundraising and awareness program specifically designed to raise funds for hungry children in your community.
- \* **100%** of all funds raised go directly back to the community in which they were donated.



- \* No cost to participating retailers.
- \* All operating and administrative costs are paid for by the FAST FORWARD TO END HUNGER Founding Sponsors.
- \* Complete in-store merchandising kit provided **FREE**. (Including a "How To" instruction manual.)
- \* Complete Media Kit provided **FREE**. (Including sample press releases.)
- \* Celebrity PSAs on in-store loops and major video releases will let your customers know about FAST FORWARD TO END HUNGER.

## How Will You Benefit

- ★ Be a part of a National Awareness Campaign promoting the home video industry.
- ★ Increase your business through cause-related promotional opportunities.
- ★ Increase in-store traffic through national and local publicity and cross-promotional opportunities.

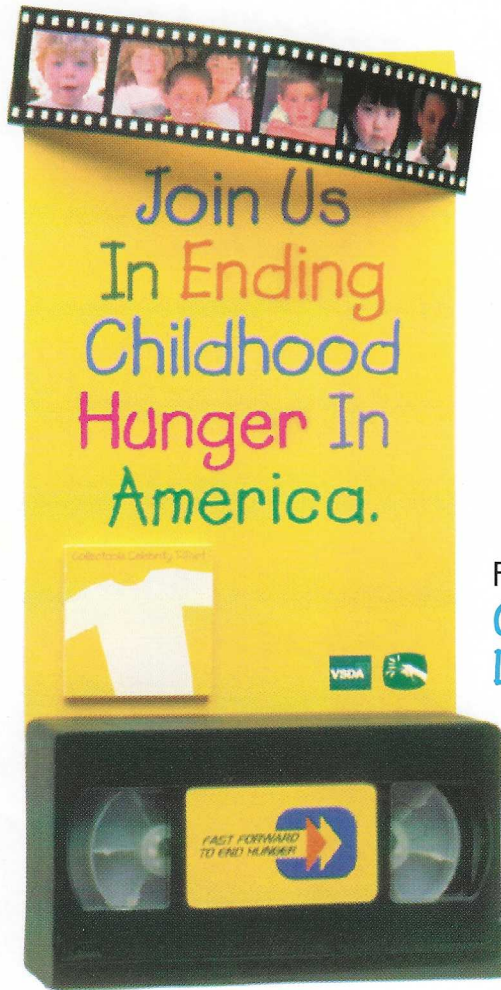


Giving back to your community makes good business sense.

Campaign runs from June 1st through August 31, 1996



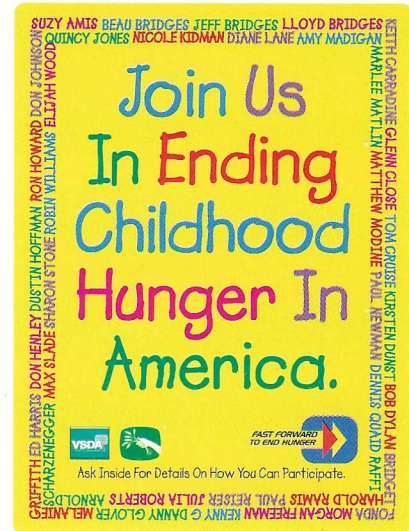
# Fast Forward to End Hunger Merchandising Kit



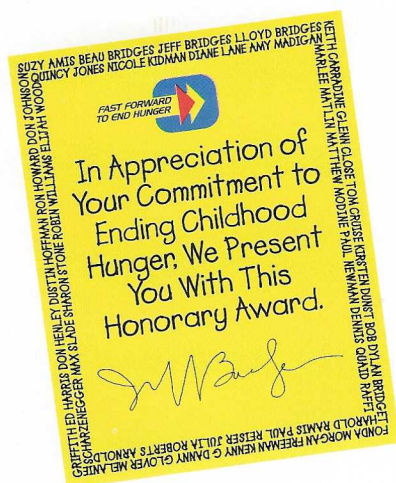
Fund Raising  
Counter  
Display



Product Specific Shelf Talker

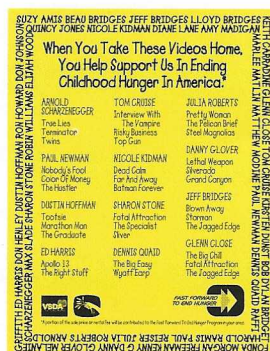


Official  
FAST FORWARD TO END HUNGER  
Campaign Supporter  
Window Cling



Official  
FAST FORWARD TO END HUNGER  
Campaign Certificate  
Signed By Jeff Bridges

In-Store  
Celebrity  
PSA Loop



Program information  
handout and catalog  
repromote piece  
FAST FORWARD TO END HUNGER  
Bag Stuffer

Join Us!  
Enroll Today!  
Call 1-800-955-VSDA

Enrollment Is Easy

Complete the enclosed enrollment form and fax or mail it today!  
(Use self-addressed business envelope.)

Or

Complete your enrollment this minute at the VSDA Web Site  
<http://www.vsd.org/vsda/fastforward.html>



FAST FORWARD TO END HUNGER  
c/o VSDA  
16530 Ventura Blvd., Suite 400  
Encino, CA 91436  
(818) 385-1500 FAX (818) 385-0567

The Fast Forward Foundation is a nonprofit charity incorporated in California and limited to tax exempt activities under section 501(c)(3) of the Internal Revenue Code.  
Your contribution to Fast Forward Foundation is tax deductible to the extent allowed by law.

Childrens Photos: Wernhert Krutein/Photovault