

May 15, 2017

Mr. Keith Famie
Visionalist Entertainment Productions
28345 Beck Road, Suite 404
Wixom, Michigan 48393

Dear Keith,

I was so pleased to learn of your newest project, "On the Front Line of Alzheimer's Disease." Over the years, you have sensitively told the stories of people facing challenging health issues, all in ways that serve to educate your audience and inspire them to become personally engaged in seeking solutions or cures.

While your skill producing documentaries is evident in the myriad awards you've earned, your tenacity and commitment to remain engaged with those you've filmed – and their ongoing struggles – attests to the "head and heart" associated with your work.

As one whose life's work centers on telling stories via various media, I have seen my share of great and not-so-great work. The hallmarks of your great work can be found in their high quality and integrity, with attention paid to details that are the underpinnings of your credibility.

I wish you success in this upcoming project. Alzheimer's touches and impacts almost every family and this important endeavor warrants the financial and emotional embrace of our entire community.

Sincerely,

Arthur Horwitz
Publisher & Executive Editor