

# Operation Wish



## SEARS OPERATION WISH 2008 DEPLOYED TROOPS' FAMILY PHOTOS TO BE FEATURED ON GIANT BANNER

Sears Canada Inc. is pleased to announce its third annual Sears Operation Wish initiative for Canada's deployed troops and their family members.

We are very excited about our plans this year and hope that you will join us in sending our best wishes to your loved ones stationed away from home over the holiday season.

This year, we are creating a giant 16x4 foot banner to be displayed at Canada House in KAF, filled with family photos of troops stationed overseas. Up to 1,000 pictures will be imprinted on the banner for viewing by your loved ones in Afghanistan. Personalize the banner by submitting your family photo. Photos are selected on a first come, first serve basis.

We know from past years that Canadians want an opportunity to send their best wishes and thanks to all of our soldiers and their families and so we're giving them a chance to do so by touring this "family photo gallery banner" in selected Canadian cities. Community members will also be able to sign a banner at special events before it's shipped to KAF.

We hope you will participate and send us your family photo (one per family please). We understand the difficulty of being away from each other and know that it is particularly hard during the holiday season. In this small way, we at Sears are expressing our thanks to each and every one of you.

Submission instructions are outlined below.

## Photo Submissions

- Dates:** Sunday, October 5<sup>th</sup> until Sunday, October 20<sup>th</sup>
- Photo size:** One 4" x 6" high-resolution digital photo (image file should be renamed as your family's name)
- Email photo to:** [searsoperationwish@pimedia.com](mailto:searsoperationwish@pimedia.com)  
You will receive an automatic reply back to acknowledge the receipt of your email.  
By submitting a photo, you agree to let Sears use the photo for promotional purposes without payment or consideration.

### VIEW PHOTO GALLERY STARTING NOVEMBER 1<sup>ST</sup>

We will also host a photo gallery from November 1<sup>st</sup> to December 31<sup>st</sup> at <http://searsoperationwish2008.pimedia.com> showing all photos submitted

Simply click on the link above and click on "login". Insert the name and password indicated below.

Name: sears  
Password: wish2008