



Adolph Coors Company
Brewing Division
Golden, Colorado 80401
(303) 279-6565

May 15, 1986

Dr. Hector P. Garcia
1315 Bright Street
Corpus Christi, TX 78403

Dear Dr. Garcia: *Hector*

For many generations, Hispanics have served proudly and valiantly in the armed forces of this country. Their patriotism and valor have been documented and recognized through countless decorations, including 37 Medals of Honor -- our nation's highest award for military valor.

Many Americans, unfortunately, do not know the extent to which Hispanics have participated in America's defense. We at Adolph Coors Company feel they should.

For that reason, we have produced the enclosed television commercials to be aired prior to Memorial Day. They are part of a campaign celebrating the most important contributions to the strength of our country. This campaign also includes print and radio media. The television spots, produced in both Spanish and English, will be seen on our regular Spanish language schedule and in key areas of the nation on English language television.

Because of your leadership role in this country, we feel it is important that you have a copy of this for your personal use.

I believe this type of production is consistent with the spirit of the partnership between Adolph Coors Company and the National Coalition of Hispanic Organizations.

Sending our warmest regards, I remain sincerely,

A handwritten signature in black ink, appearing to read "Peter Coors".

Peter H. Coors
President

PHC/kml:5-N551

Enclosure