

October 15, 1969

Mr. Danny Kaye
1103 San Ysidro
Beverly Hills, California

Dear Danny:

Everything appears to be set up for your "cementing" in the forecourt of the Grauman's Chinese Theatre, this Saturday morning, Oct. 18 at 11 AM.

As it stands now:

1. We expect a turnout of UNICEF "Trick Or Treat" children, hopefully in costumes, supplied by various local chapters of the United Nations. Estimate runs from 150 to 300.
2. We expect the UNICEF International Childrens Choir, around 60, in native costume.
3. The emcee is KJIL radio station announcer, Paul Compton.
4. A band.
5. Hollywood Chamber of Commerce presentation to you of its "Humanitarian Award."
6. I made arrangements with William Hertz, National General Theatres executive, to show a series of cartoons to the children at the theatre before the event.
7. National General will insert paid advertising before the event, usually it is placed above their daily ad dealing with its directory of theatres and films being shown.
8. Warners will have a pretty girl on hand, in a costume from "The Madwoman Of Chaillot."

Mr. Danny Kaye
-2-
October 15, 1969

9. We have had fairly good breaks in both the trade press and consumer press, announcing the event.
10. I am attaching a copy of the Photo-News alert, which was sent to consumer press, trade press, wire services, TV and Radio news editors, national magazines and key foreign press and photographers.

Although the weekend is the toughest period to get coverage, our prime objective now is to follow through with ALL news media alerted to assign reporters and photographers to cover the event.

Various staff members will assist me at the theatre, where I will be started around 9:00 o'clock in the morning. Warren Cowan, who is out of town at this writing, will undoubtedly escort you to the theatre, where you should arrive a few minutes before 11:00 o'clock AM.

Be assured that many key members of the staff are participating in the effort to make this a successful event.

Very sincerely,



Bill Feeder

BF/ej
Encl/

cc: Warren Cowan
Paul Bloch
Richard Grant
Sonia Stathes
Dale Olson
Leon Roth
Paul Ringe (New York)
Margaret Gardner (London)