



June 1, 2010

In an effort to continue to communicate in an open and effective manner with you, our valued supporters, partners, and friends, Child Find Alberta would like to update you on the current status of the unfortunate situation involving the former publisher of our Child Find newsmagazine, Cedar Publishing, and its current relationship with Child Find Alberta, and Child Find Alberta's provincial partners operating under the Child Find banner.

In May of 2009 we made you aware that we had served notice of termination of our relationship on Cedar Publishing. Child Find Alberta had decided that it was in the best interest of Child Find to end our relationship with Cedar Publishing due to disagreements regarding acceptable practices.

Since our notice of termination, Child Find Alberta has no relationship whatsoever with Cedar Publishing.

Unfortunately, it is our information that, in spite of our notice of termination, Cedar Publishing to this day continues to publish and distribute a Child Find newsmagazine, and to solicit and sell advertising for this newsmagazine without our permission.

Child Find does not publish, distribute or sell this newsmagazine. Child Find does not contribute to or in any way control its content. Child Find has nothing to do with soliciting and selling advertising in the newsmagazine. Child Find does not receive any part of any funds that may be received from publishing and distributing this newsmagazine.

The publication and distribution of this news magazine and any sale of advertising in it is done without the authority, approval, permission or involvement of Child Find Alberta.

Therefore, it is with sadness that we announce we have begun the next steps legally to regain control over the name and trademark of Child Find, and what Child Find represents. We have filed a civil action in the Court of Queen's Bench of Alberta seeking to force Cedar Publishing, and the individuals behind it, to cease using Child Find in association with a newsmagazine, or otherwise, and seeking damages for any revenue we lost or did not receive as a result of Cedar Publishing's activities, which are not authorized by Child Find Alberta.

Unfortunately, while we have made very favorable arrangements with our lawyers, this means that we have had no choice but to divert funding from our programs and services to

engage legal counsel to pursue our action in the courts. However, we feel that it is imperative that we act to protect not only our name and the work we do, but also you, our supporters and the public, from any results of perhaps not being fully aware of this situation. If you would like, please do feel free to contact our offices to explore ways that you can assist us in ending this unnecessary waste of time and resources of Child Find Alberta.

Child Find Alberta is thankful for your continued support, and will of course continue to provide updates to you as they are made available either through our offices or via our website at [www.childfind.ab.ca](http://www.childfind.ab.ca)

For over 25 years we have strived to ensure that the children of Alberta and Canada are safe from harm, and we will continue to work to meet that mandate head-on while living the values of transparency, accountability and responsibility to those that support our mission, and assist us in our ongoing mission of challenging and stopping those that prey on our society's most precious and vulnerable asset; our youth.

With Respect,

The Board of Directors, Child Find Alberta

**For all inquiries please contact:**

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