



April 27, 2010

Dear Colleague,

Daaimah Jones worked with the Zoo Atlanta Marketing Team in summer 2009, shortly before the launch of the Give So They Stay campaign to keep giant pandas in Atlanta. Daaimah designed the campaign website ([www.givesothestay.org](http://www.givesothestay.org)) and collaborated with the team on graphic design for print collateral and a variety of other executions. Not only is she a talented designer, but she is also a pleasure to work with and was very responsive and accommodating to us as clients, delivering the project on time and on budget.

Daaimah's work was instrumental in helping the Zoo achieve tangible results in a very short time frame. Give So They Stay generated more than \$400,000 over six months and went on to win two Atlanta Marketer of the Year (AMY) Awards in the categories of General Advertising and Integrated Public Relations Campaign.

I can enthusiastically recommend Daaimah's talents as a designer, her commitment to her work, and her abilities as a valuable collaborator. Please do not hesitate to contact me at 404.624.5696 or [mmargerum@zooatlanta.org](mailto:mmargerum@zooatlanta.org) if I can provide additional feedback.

Sincerely,

A handwritten signature in cursive script that reads "Marcus E. Margerum".

Marcus E. Margerum  
Vice President of Marketing and Sales, Zoo Atlanta