

HEINZ FAMILY FOUNDATION

3200 CNG Tower • Pittsburgh, PA 15222 • 412/497-5775

April 15, 1994

Dr. Adela de la Torre
Chairman
Dept. Of Chicano & Latino Studies
California State University - Long Beach
1250 Bellfower Blvd.
Long Beach, CA 90840

Dear Dr. de la Torre:

As Chairman of the Heinz Family Foundation, I am writing to ask you to participate in a very special program that the Foundation has initiated -- The Heinz Awards. The program, which celebrates the memory and spirit of my husband, John Heinz, is designed to recognize extraordinary achievement by individuals in selected areas.

The Foundation will present up to five awards annually, in categories that broadly capture my husband's primary interests. These five categories are: Arts and Humanities, Environment, Technology and Economic Growth, Public Policy, and the Human Condition. Recipients in each category will receive a cash award of \$250,000.

The purpose of this letter is to request that you act as one of our select group of nominators. We are asking you to serve as a nominator because, based either on personal knowledge or a reference, we believe you would be sensitive to the sort of person we want to honor with the Heinz Awards.

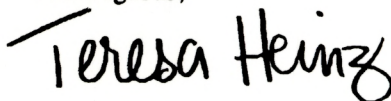
The active participation of our roughly 300 nominators will determine the extent to which the Heinz Awards fulfill their mission to celebrate men and women of vision and achievement across the country. The importance of the nominator's role to the Awards program cannot be overstated.

Enclosed you will find a brochure which describes the program in further detail. I am also enclosing a 26 minute videotape of the Awards announcement luncheon, which includes excerpts from some of the remarks made there by John's friends and colleagues. I think that the video will give you an idea of the kind of person John was, and the kind of person we would like to honor.

If you agree to participate as a nominator in the Heinz Awards program, you will be welcome to nominate as many qualified individuals as you see fit. I would ask that your participation in this program remain anonymous during the nomination period. I would also ask you to keep in mind that nominations for the 1994 Awards will close July 1, 1994.

We will contact you in the next week or two to answer any questions you might have. If you have any comments or questions in the interim, please feel free to call Kim O'Dell or Joe Haviland of my staff at 412/497-5775. In the hope that you will accept this request, I have enclosed two nomination forms for your convenience. I look forward to hearing from you and hope that you are willing to participate.

With regards,



Teresa Heinz