

John de Graaf
President
TakeBackYourTime.org

Dear Human Resources Professional,

As President of Take Back Your Time, a non-profit organization dedicated to improving lives by eliminating the epidemic of overwork, I recognize the power vacations have to benefit people's lives in so many ways. Regular vacations can have a positive impact on one's health, happiness, relationships – even productivity and creativity at work.*

The logo consists of the words "VACATION" and "COMMITMENT" stacked vertically in a bold, white, sans-serif font. The text is centered within a dark blue rectangular box that has a wavy top edge.

Vacation Commitment Day
March 31, 2015

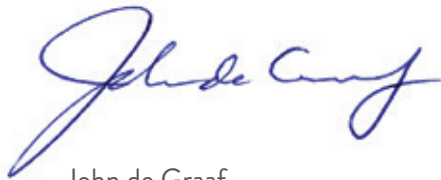
I'm pleased to say that our friends and partners at Diamond Resorts International® share our belief in the importance of vacations, and are supporting the effort to start a national dialogue around this vital topic. To that end, Diamond Resorts will be generously giving away a spectacular 7 day/6 night vacation at the beautiful Ka'anapali Beach Resort in Maui, Hawaii – in the VACATION COMMITMENT Sweepstakes. The sweepstakes is running now through April 29 and a winner will be drawn on April 30. To enter and view the official rules, visit takebackyourtime.org/sweepstakes.

This wonderful opportunity is available to every employee of the companies participating in the VACATION COMMITMENT Program, and I wholeheartedly encourage everyone to enter, and begin to enjoy all the remarkable benefits of taking vacation.

I urge you to invite your employees to enter to win this marvelous opportunity to refuel, recharge, and return to work refreshed and energized.

Or, as they say at Diamond Resorts – stay happy, stay healthy, Stay Vacationed.™

Best Regards,

A handwritten signature in blue ink, appearing to read "John de Graaf". The signature is fluid and cursive, written over a white background.

John de Graaf



*"Vacation Integration Towards and All-Inclusive Lifestyle," Nielsen Research Study, December 2013