



STATE OF NEW YORK
OFFICE OF THE ATTORNEY GENERAL

ERIC T. SCHNEIDERMAN
ATTORNEY GENERAL

JASON R. LILIEN
CHARITIES BUREAU CHIEF
(212) 416-8402

May 29, 2013

Madelyn Lugo
Chairperson
National Puerto Rican Day Parade, Inc.
2804 Third Avenue
Bronx, NY 10455

Re: National Puerto Rican Day Parade

Dear Ms. Lugo:

This office has become aware that the National Puerto Rican Day Parade, Inc. has entered into sponsorship arrangements with MillerCoors permitting it to use the Parade's name on Coors Light products (the "Coors Arrangement"). I am writing to ask you to clarify how the Coors Arrangement furthers the charitable mission of the National Puerto Rican Day Parade, Inc. and protects its charitable assets, including its reputation and name.

I am also seeking clarification of the nature of your organization's relationship with MillerCoors and how such relationship has been reported in annual financial reports filed with our office. In a statement released to the media, MillerCoors said the following: "Coors Light has supported the National Puerto Rican Day Parade for the last seven years in celebration and honor of Puerto Rican heritage....As part of our partnership over the years we've contributed to the Parade's Diversity Scholarship Fund which has helped dozens of students manage the financial burdens of attaining a higher education." It is unclear from this statement the nature and scope of the "partnership" between MillerCoors and your organization.

Accordingly, please provide responses to the following questions by no later than June 3, 2013:

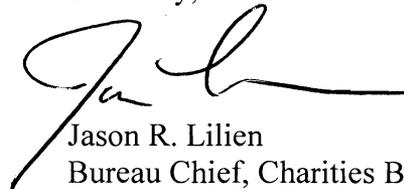
1. How does the Coors Arrangement further the 2013 Parade's theme of "*Celebrating Your Health*," as well as your organization's charitable purposes "to promote the Puerto Rican culture and heritage" and its stated "responsibility to inspire our youth and instill a strong sense of self worth and pride in our community?"
2. Describe the key terms of the Coors Arrangement for the 2013 Parade, including the terms permitting MillerCoors to use your organization's name, and whether your organization has received, or expects to receive, any proceeds from the sale of Coors Light products that reference the 2013 Parade or your organization's name. Please

provide copies of your organization's agreements with MillerCoors concerning the Coors Arrangement.

3. Describe the "partnership" that has existed with MillerCoors over the past seven years, and when your organization first designated MillerCoors as sponsor of the Parade.
 - Please clarify the amount and nature of the contributions MillerCoors has made to or on behalf the National Puerto Rican Day Parade, Inc. in each of the past seven years, and the terms of any arrangements or agreements regarding those contributions.
 - Please explain how any contributions made to your organization by MillerCoors have been reported on your organization's financial reports as filed with our office.
 - Please provide us a list of scholarships provided by your organization during the past seven years, identifying the amounts of the scholarships and what portion was funded by contributions made by MillerCoors.
4. Has the Board of Directors of the National Puerto Rican Day Parade, Inc. approved the Coors Arrangement? If so, please provide copies of minutes of any board meetings at which such approval occurred or was discussed.

Please contact me upon receipt of this letter if you have any questions. We appreciate your cooperation.

Sincerely,

A handwritten signature in black ink, appearing to read "Jason R. Lilien", with a long horizontal flourish extending to the right.

Jason R. Lilien
Bureau Chief, Charities Bureau