



125th Street Business Improvement District

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To Whom It May Concern:

The 125th Street Business Improvement District (BID) has worked with Virtual Connections, Inc. on two projects. The first was a virtual mannequin that was created to help the BID launch a cross promotional campaign for showcasing Harlem's unique assets. The approach was to have the person that the mannequin was created from interview the virtual mannequin. It was introduced at the BID's annual meeting is still being talked about 2 years later and the mannequin is being requested to appear again.

Our second task was to build a compelling website in 10 days to participate in the launch of a new internet domain for New York City. Through the dedication, creativity, and skills of Yvan Kashanian we were able to meet the deadline as well as produce a high quality product that was impressive to members of the Harlem community.

Mr. Kashanian has the ability to deliver quality products for your company needs.

Sincerely,

Barbara Askins
President & CEO