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*Pure*



*Seduction*

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Speech: March 14, 2011

Hello, I am Alexis Kaiser, owner and founder of Pure Seduction Nightclub. I have always dreamed of one day owning and working in a nightclub and just a few short months ago my dream became a reality when I decided to go ahead and open Pure Seduction.

Since the club has opened we have enjoyed great success and reviews and none of this would be possible without you, our loyal patrons. I want to thank you all for your continual support in this new business venture of mine.

I regret to inform you that the Drake performance scheduled for Saturday, March 19 has been cancelled due to recent injuries he suffered while performing at another show.

As the owner of Pure Seduction I give you my sincerest apologies for this unfortunate cancellation. I hope to always bring you the best in nightlife and entertainment that New York has to offer and I certainly am not pleased that I have to deliver this message to you.

I hope that you will be understanding in this situation and that this will not affect your own personal feelings about Pure Seduction. I hate to disappoint my customers that keep our business thriving. I also am personally disappointed because I too was looking forward to the performance.

Drake's public relations representative John Lewis contacted us and had a message he wanted me to deliver to the patrons of Pure Seduction.

"On Sunday night, March 13 Drake suffered injuries while performing at his concert in Philadelphia," said Lewis. "In the middle of his performance his ankle gave out cause Drake to collapse on stage. Drake is doing okay now but has been diagnosed with a fractured ankle and is advised to stay

off of it to help it heal. For this reason Drake will be unable to perform at his scheduled date at Pure Seduction Nightclub. Drake sends his sincerest apologies to all his fans that were looking forward to the show.

‘I want to apologize to my fans because you mean everything to me,’ said Drake. ‘I am very upset that I am unable to perform for you this coming Saturday at Pure Seduction because I was really looking forward to it. I hate to disappoint my fans but sometimes things like this happen that are out of my control. Just know I love you all and I thank you for your continued love and support.’”

As you can see Drake himself is also very disappointed that he is unable to perform at Pure Seduction. Our thoughts go out to him for a speedy recovery from his injuries.

Pure Seduction will be open Saturday night even though the performance is cancelled. Those who purchased special tickets for the concert are still encouraged to come out as we will offer half price drinks all night to anyone who bought tickets to the performance. All are welcome to come but only concert ticket holders will be offered the half-off drink special in compensation for the cancellation.

We at Pure Seduction want to keep all of our patrons happy, despite this unfortunate cancellation. For now we would like all concert ticket holders to keep their tickets until we can figure out a solution. We are going to work with Drake’s representatives to try and reschedule the performance for a later date.

Should Drake be unavailable to reschedule we will be open to suggestions from you as to what you would like. Our premier goal at Pure Seduction is to keep our customers happy so what you want is what you’ll get. If Drake cannot reschedule we have other options with other performers that we can bring in, or we can simply refund the costs of your tickets.

Please contact our director of public affairs, Jessica Richards via e-mail or phone with your comments or suggestions regarding the cancellation. We look forward to hearing from you all so that we may deliver what you want and continue to keep our satisfied and loyal patrons.

Again, I speak for everyone at Pure Seduction when I extend our profound apologies. We never anticipated something like this would happen and we will not rest until we can reach a solution to this problem. Thank you all for understanding and support.