



MARK B HORTON, MD, MSPH  
Director

State of California—Health and Human Services Agency  
California Department of Public Health



ARNOLD SCHWARZENEGGER  
Governor

Date: September 20, 2010

To: Interested Parties

Re: Notice of Intent to Award in Response to RFP No. 10-10029  
*Network for a Healthy California* Media, Advertising and Public Relations  
Campaigns

After completing the evaluation of proposals submitted in response to RFP No. 10-10029, the California Department of Public Health, *Network for a Healthy California* Media, Advertising and Public Relations Campaigns, Cancer Control Branch has selected and hereby intends to award the contract to the following qualified bidder whose bid was in the amount of \$39,476,113 and a total combined score of 236.44.

Runyon Saltzman & Einhorn, Inc.  
1 Capitol Mall, Suite 400  
Sacramento, California 95814

This Notice of Intent to Award should not be considered as a binding commitment by the awarding Department. Proposals and all evaluation materials are now available per instructions in the RFP. Proposers wishing to protest the award must follow the protest instructions in the RFP.

The Department appreciates the efforts of all bidders who responded to this RFP.

Sincerely,

Kathleen H. Acree, MD, JD, MPH, Chief  
Cancer Control Branch