



Alexandria Earth Day 2010
April 24, 2010 at Ben Brenman Park

Dear Earth Day Supporter,

In 2010, Alexandria will be celebrating its 17th Earth Day. Last year, over 2300 people visited the event when the theme was centered on promoting alternative forms of travel; anything that is other than the use of the motor car.

For 2010, the Earth Day Committee has decided to meet the one of the most important challenges facing this country. For the future of America to be secure, it is important that there is a population literate in science and aware of the environmental challenges that face us all.

This coming year the theme will be based around a challenge that will go out to all the schools in the Alexandria City Public Schools system. These schools, with 11300 children will be invited to come to Ben Brenman Park to demonstrate exactly how they are entwining environmental facts and issues into their curricula, their everyday activities and their outreach into the community. Therefore we expect attendance to be even higher than last year as parents play their part in marking and assessing the schools that take up the challenge.

As ever, there will be displays by government departments, local business with a direct input into the theme of the day, music, food and much else.

Yes, again we must ask you for your financial support. Times are hard for business but we do want give our children a chance to excel.

The Alexandria Earth Day Committee invites you to become a sponsor for this year's event on Saturday, April 24, 2010. The levels of sponsorship are **Sequoia** (\$3000+), **Red Wood** (\$1000+), **Oak** (\$400-\$999), and **Maple** (\$100-\$399). This year there will be a brochure setting out the schools' activities and all sponsors will feature in this publication and all sponsors will also be linked to the Alexandria Earth Day website (www.alexearthday.org). Please see the attached Sponsor Form for listing of additional benefits.

Please send your tax deductible contribution to: Alexandria Department of Recreation, Parks and Cultural Activities, ATTN: Earth Day, 1108 Jefferson Street, Alexandria, VA 22314-3999. Checks should be made payable to **City of Alexandria**. Your generous support can help us to teach the importance of science, especially environmental science. Naturally, we look forward to having you, your colleagues, family and friends join us for Earth Day Alexandria 2010!

Sincerely,



Peter Pennington, Earth Day Chair