



October 18, 2010

Dear Downtown Neighbor, Friend, and Business Partner,

The summer vaporized and fall is upon us. So we write to ask that you join with your Downtown Association to help assure that our Holiday Season starts with a bang! The celebration, bringing so many in our community together, kicks off the season: *THE LIGHTING OF DOWNTOWN BRUNSWICK*.

While our town government is supportive, it is the work of the Brunswick Downtown Association (BDA) that orchestrates the decorations, lighting and celebration. The costs are not borne by member dues, so it has been made possible *ONLY* by donations from citizens and business sponsors like you.

In addition to many in-kind donations and hours of volunteer time, the financial support (\$6,000 needed) has been generously donated by our Downtown supporters like you to cover such costs as:

- Contracting professionals so that each of the two dozen Downtown poles is decorated with a small Maine pine tree and white lights, secure and safe enough to withstand seasonal strong winds; and,
- Staging the popular *lighting of the town tree* set for *Friday evening, November 26, 2010, 5 p.m.* at the Downtown Mall gazebo where hundreds of Brunswick area families gather to share donated cookies and hot chocolate, welcome St. Nicholas in a horse-drawn wagon, and join together singing lots of Holiday melodies.

We hope you agree that the Downtown lights will shine even brighter for you knowing you helped make it all possible both for your family and for many others. We also hope you enjoy all our Downtown stores, restaurants, and wonderful events that make Downtown Brunswick so special.

Sincerely,

Rob Jarratt, Chair

PS *Please act today!* We know November will soon be upon us.