



March 1, 2013

«AF_AddressName»
«AF_Organization»
«AF_Address1»
«AF_Address2»
«AF_Address3»
«AF_City», «AF_State» «AF_Zip»

Dear «AF_Salutation1»,

Can you imagine what could happen if we all got together and invited hundreds, maybe thousands of people across the country to learn about Beverly Farm...and they became friends and supporters?

We can do that! On June 22, 2013, coast to coast, people will spend the day with neighbors, families, friends, colleagues, social media connections and others. They'll gather in backyards, parks, restaurants, parking lots, front porches, campgrounds, offices, gyms, online and anywhere! They'll BBQ, walk, run, taste win, catch fish, fry fish, play softball, eat chicken, golf, bowl, play trivia, play board games, set up progressive meals or visits, count beans in jars, play washers, wash cars, play horseshoes, ride horses, call friends, jump rope, or do whatever they want that is fun and will involve other people to help raise awareness and support Beverly Farm. We call it **Beverly Farm's Coast to Coast Summertime Bash.**

Who are these people? And what do they do they have to do?

We are the people who will make it happen. You. Me. Our Board of Directors. Our friends. Our families. It's anyone who knows about Beverly Farm and wants to help raise awareness and support for the benefit of Beverly Farm.

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Here's how to get started. You or your friends or family come up with an idea of what you might want to do. It can be a bigger idea or a smaller one. Say you want to wash cars. You work out the details of where you'll wash cars and who will help you wash cars. We help you with information about Beverly Farm for you to share and anything else that will help you get the word out so people will know what you are doing and why you are doing it. It's that easy.

Do you want help coming up with an idea? Just need to run a couple of ideas by someone? Start thinking about what you will do! We're here for you!

**Please join us for Beverly Farm's Coast to Coast Summertime Bash!
Are you ready for The Bash???**

Sincerely,

Patti Downey
Family Member, Board of Directors
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-and-

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P.S. We really need you to participate in "The Bash" so we can build upon the momentum of our neighborhood or regional efforts across the country (remember Beverly Farm friends and family represent 46 of our 50 states!) which will evolve into our "coast to coast" efforts. The more of us that do something that day to increase awareness and support of Beverly Farm, the more likely we are to get regional or national media attention. And wouldn't that be something?!