



September 2011

Dear Donor,

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We are thrilled to be hosting the 2<sup>nd</sup> year of our Holiday Kitchen Tour. Last year we received rave reviews. League Members, attendees and homeowners all had a wonderful experience. We hope to have you be a part of this year's event by being a possible ad donor. You will have the opportunity to promote your business or company and have it visible to hundreds of guests that travel through the kitchens this December. You will also be supporting The Junior League of Reading and our projects.

We are excited to introduce our new initiative, **Healthy Choices, Healthy Kids**. It is a multiyear initiative which focuses on promoting healthy bodies, healthy environments, and healthy self esteem in our youth through education and programs in areas such as nutrition, physical activity, urban gardening, anti-bullying and more. This upcoming year will focus primarily on Healthy Bodies and incorporate nutrition and activity into our annual events such as our 7<sup>th</sup> Annual Touch-a-Truck, as well as add additional opportunities for education throughout the year, such as our first Junior League City Youth Summit.

Our ultimate community goal is to empower youths to be the stewards of healthy choices in their home and in their community, giving them tools to 1) be nutritionally aware, 2) learn the benefits of a healthy lifestyle, 3) better understand their food and their environment, and 4) engage in positive outdoor activities such as youth initiated community projects.

You can help us achieve this impact by considering placing an advertisement in our Holiday Kitchen Tour program. Please see the attached pages for ad dimensions, instructions and benefits to you.

Together, we can ensure a strong, healthy future for our kids and our community. Thank you for your time and your consideration.

Sincerely,

Molly Maack  
Holiday Kitchen Tour Chair 2011



Please send your ad and check payable to The Junior League of Reading, PA, Inc. by Friday, November 4, 2011 to reserve your spot in the Holiday Kitchen Tour Program. Please include your address below so that your complimentary tickets can be mailed to you in November. Additional tickets may be purchased on our website [www.jlreading.org](http://www.jlreading.org).

Send artwork/graphics with payment to:

**The Junior League of Reading, PA, Inc.**  
**Attn: Molly Maack – Kitchen Tour Ad**  
**1520 Penn Avenue**  
**Wyomissing, PA 19610**

If emailing your artwork/graphics, please send to Jess Bialek at [jbialek2@msn.com](mailto:jbialek2@msn.com) by Friday, November 4, 2011.

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Name \_\_\_\_\_ contact person \_\_\_\_\_

Circle one:            Individual            Company            Business

Address \_\_\_\_\_

\_\_\_\_\_

Phone \_\_\_\_\_ email \_\_\_\_\_

I would like to purchase:

Circle one:            Full Page (\$200) ½ Page (\$100)            Business Card (\$50)

Circle all that apply:            I included payment for my ad with this form.

I included artwork/graphics in this envelope

I am emailing my artwork to Jess Bialek at [jbialek2@msn.com](mailto:jbialek2@msn.com)

Please contact Molly Maack at 610-823-5081 or [maack@comcast.net](mailto:maack@comcast.net) with any questions. THANK YOU!!