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Dear Visalia Parks Supporter:

February 25th is Visalia Love Your Parks Day, an annual day of pledged support for our growing parks and trailways system. Why February 25th? Because that is the anniversary of Visalia's very first park, once called North Park, and now known as Oval Park - a jewel within our city.

Through infographic posters placed throughout Visalia leading up to February 25th, the Visalia Parks and Recreation Foundation hopes to increase awareness of the benefits of our city-wide parks and trails system, and what we, together, can do to financially support them. Through a simple donation campaign, we hope that valuable partners like you will get the word out and support our fine work.

We ask that Visalia based businesses and organizations help celebrate Visalia Love Your Parks Day by:

- Placing parks and trailways awareness materials in prominent locations such that customers and passers-by will see the materials and read them.
- Agree to commit a very minor percentage of profits from sales that occur on Love Your Parks Day.
- Voluntarily agree to make a \$50 up-front donation, to help defray the cost of producing the advertising infographic materials you'll put on display.
- Agree to provide the opportunity to your customers to "round up" their purchases or even contribute \$1.00 toward the Parks and Recreation Foundation.

Participating businesses and organizations like yours will receive a kit that includes informational materials and posters, a simple contribution agreement, a window sticker to show you as a park supporter and helpful suggestions. You will also receive the happy knowledge that your (and your customers') contributions are going toward helping to fund and maintain park-related facilities, structures, personnel and activities, such as:

Playground equipment, the 1,000 Hands Tile Wall, shade structures, portable equipment for events, the Celebration of Life Tree Project, Concerts In The Park, the Fromage Frolic Annual Event, ongoing park improvements, and funds toward matching grants.

Please say you'll help us by keeping our citizens informed of the value of our parks and trailways, as well as the fine work the Visalia Parks and Recreation Foundation does to maintain and upgrade our park experiences.

President