

Chinese American Association of Lexington (CAAL)

勒星頓華人協會

4708 -- Year of the Tiger

Happy New Year!

Thanks for taking time to read this letter, brought by a member of the *Chinese-American Association of Lexington (CAAL)*. We represent Chinese-American families in Lexington and have been active contributors to charitable and cultural events in Lexington, including:

- ✓ fundraising for the renovation and annual support of Cary Library;
- ✓ sponsoring the annual LPS Diversity Award for the past 9 years;
- ✓ sponsoring an annual LHS Foreign Language scholarship;
- ✓ participation in the LexFest celebration of diversity in Lexington;
- ✓ supporting the annual Chamber of Commerce Holiday Lighting; and
- ✓ organizing the Chinese New Year Dinner and Party for Lexington.

On Saturday, February 6, 2010, we'll once again be hosting our Chinese New Year celebration at the Minuteman Regional High School. In years past, we've been honored to share Chinese food, culture, and entertainment with about 350 Lexington residents and guests.

We'll be printing a program book and raffling prizes to help defray the cost of the annual Lexington Public School's Diversity Award as well as other charitable causes in town. We're asking fellow Chamber members and Lexington businesses for their support. We've already sold several ads and received several attractive raffle prizes.

Can we help you promote your business next year? There are two options:

Program Book Ads should be camera-ready in early January. They will vary by size and location in the book, ranging from \$120 for a full page down to \$25 for a one-eighth page (business-card size). ***Ads purchased early get the best exposure.*** Other choices include:

- ✓ Half page ads cost \$80;
- ✓ Quarter page ads cost \$45;
- ✓ The back cover of the program book costs \$200; and
- ✓ The remaining inside cover costs \$150.

2) Raffle Prizes could be a gift certificate or a product that helps promote your business. We'll be listing organizations that donate raffle prizes in the program book and with signage at the event.

Thanks for your time and consideration. Please don't hesitate to contact me if you have any questions, or need additional information. We look forward to working with you to promote your business during the upcoming Chinese New Year!

Cheers!

Peter Lee

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