



MidtownUrbanRenaissance
Corporation

MURC is a NJ based 501(C)(3) nonprofit

June 2010

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Midtown Urban
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(MURC)

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Midtown Community Block Party
Saturday, July 17, 2010
4:00 – 7:00PM
On Drummond Ave. between W. Lake & Rutherford Avenues

RE: T-Shirt Sponsorship for Block Party

Dear Business Owner,

On Saturday, July 17, 2010, the Midtown Urban Renaissance Corporation (MURC) is partnering with CityWorks and the City of Asbury Park to sponsor a Community Block Party that will celebrate the history and revitalization of W. Lake – Springwood Avenue. It has been 40 years since the uprising on that July 4th weekend in 1970 that destroyed a thriving community. In doing this event, is our intention to educate generations on the positive history of their community and to promote pride, and optimism in where they live.

Planned activities for the Block Party include music, food, local talent, community vendors, service organizations and speakers talking about the past, present and future of this historic street. Included is a flyer that advertises the event.

MURC is a local non profit organization that's made up of volunteers who depend on donations to put on events, workshops and hold community meetings. We aim to keep residents informed and involved in the redevelopment process that's taking place in their community.

To help with the expenses for this event, **we are asking local businesses to contribute \$50.00 or more and your company's name will appear on the back of the Block Party T-shirt that will be worn by volunteers.** For participating you will receive a shirt and Certificate of Appreciation to display in your place of business **All checks, with a business card, must be received by Friday, July 9th and should be made payable to MURC.** We anticipate the attendance of approximately 1,000 adults and young people who will be encouraged to patronize your business and will see how you have given back to the community. If your company is unable to contribute monetarily at this time, I have included a list of product donations that we will graciously accept

Should you have any questions , feel free to call me at, 732-616-2940 or leave a message at the MURC the office, 732-988-4400. I also encourage you to visit our website at www.neptunemurc.com for an expanded view of "MURC"

Thank you for your time and consideration.

Sincerely yours,
Dianna A. Harris
President