



August, 2005

Dear Business Owner:

As this year's international coastal cleanup event quickly approaches, thousands of citizens are preparing to flock to our shorelines and waterways throughout the Great Lakes to help ensure healthy beaches for people and wildlife in their communities. Your tax-deductible donations of food, drinks and/or other supplies to these volunteers can be great way to promote your business, and offer you a simple way to make a difference in your community at the same time.

This year the cleanup is on September 17, 2005 from 9 a.m.-12 noon. For the past 14 years, the Alliance for the Great Lakes (formerly Lake Michigan Federation) has organized this 'September Adopt-a-Beach' event, an effort to educate and motivate citizens to care for our shorelines and waterways. At the event, thousands of volunteers will scour the shoreline, picking up and recording the types of garbage they find. The Ocean Conservancy coordinates this event internationally, and the data compiled during the September Adopt-a-Beach has been valuable in contributing to create positive change in how our communities treat our valuable coastlines.

As a local business that supports a cleanup effort along our precious Great Lake shoreline areas, your commitment to community service and environmental responsibility will be highlighted to those involved in Adopt-a-Beach cleanup in your area. Second, as a "thank you" for sponsoring the local event, we will enhance your business's visibility by linking to your website – to our award-winning site which receives approximately 600 "hits" every day. We also welcome you and your employees to don some work gloves and join the effort!

We are excited about the chance to work with you. If you have any questions, please contact the Site Captain who has brought this to your attention, or contact me the appropriate state coordinator listed below.

Sincerely,

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