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Fall 2014

Dear Business Owner,

As a friend of education and of children, your support is needed by a wonderful organization that is making a very positive impact on our son and on the educational and cultural life of Mississippians.

Mississippi Boychoir is not only about making music; it is about changing lives – one boy at a time. It is about giving boys the chance to learn discipline and teamwork, make new friends, and visit new places. It is about how these extraordinarily trained young men build respect for themselves and for one another, whether they are singing within the state, in another state, or in another country.

**You can support the worthy activities of Mississippi Boychoir by placing an ad in the choir's annual Viewbook.** Our *conservative* estimate is that this year's Viewbook will be read by 75,000 Mississippians. Parents of choirboys will place the Viewbooks in waiting rooms where they will be seen daily by folks in our community, making the purchase of an ad in our book easily justifiable as a good marketing tool for your business. In addition, it is the kind of investment in our community that is important for business leaders like you to make.

Mississippi Boychoir is celebrating its 20<sup>th</sup> year in 2014-2015 with weekly rehearsals in Jackson. Our members come from some many different communities. We have planned exciting concerts and collaborations, and visibility of our boys and of our Viewbook is growing with each performance.

The ads in our Viewbook range in price from \$1,000 for the 4-color back cover, to \$45 for a three-line listing. We have enclosed an order form which will give you the full breakdown of prices.

Won't you support this unique opportunity to put your business name before the people who read our book and who notice the businesses which support important programs like ours? We will be in touch with you during the next week or two for your response. Or you can reach us by email/telephone at \_\_\_\_\_ . If you need any further information from us, please let us know. In the meantime, please take a good look at last year's Viewbook.

Thank you for your consideration to support this important work.

Sincerely,

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Parent(s)

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Boychoir Member(s)

*Celebrating our 20<sup>th</sup> Season in 2014-2015*