



155 Central St. Winchendon, MA 01475

Phone: 978-297-YMCA
Fax: 978-297-0958

www.theclark.com

2009 Summer Solstice Hometown Heroes Parade

Saturday, June 27, 2009 at noon

Please PRINT

The goal of the 2009 Summer Solstice Hometown Heroes Parade is to celebrate hometown pride and the people that make Winchendon a wonderful place to live. Businesses, individuals, organizations, youth, volunteers and more contribute to building a community we are all be proud of. **If you have received this letter, you are a hometown hero and we are asking you to participate!**

What does participation involve?

Participation involves identifying two or more people to represent your business, organization, or affiliation by parading down Central Street. For the parade you will be provided:

- A 2 X 3' sign to carry during the parade. This sign will also be displayed in the Clark gymnasium for 1 year.
- We encourage you to engage the parade audience along the route and hand out items promoting your business if you wish to. For example, a barbershop may want to pass out combs, a supermarket may want to pass out sample size bags of potato chips, a pizza house may want to hand out prepackaged pepperoni's labeled with the business name and telephone number. *We are aiming to be creative and spark enthusiasm from both participants and on-lookers.*

Is there a cost to participate?

No! Participation is entirely free. Additionally, you are gaining community exposure and valuable marketing benefits (promotional materials, sign) valued at approximately \$250! For free.

I don't have a budget to support purchasing giveaway items. Will you help with this?

Yes, we have a small budget to help some of our Hometown Heroes and will work with you to help purchase an item/items that represent your business, organization, interest at ***no cost to you!***

What is the parade route?

The parade will begin at the Fire station at noon and will conclude at the IGA. Central Street will be closed during this time. Your group may walk, create a small "float" on your truck/car/trailer- the chice is yours, so be creative!

Yes, I would like to participate!

Business/Organization/Affiliation Name: _____

Contact Person: _____ Telephone Number: _____

Email: _____ Estimated # of participants: _____

- Yes, I would like you to discuss your support in purchasing giveaway items for me.
- Yes, I would like you to print labels to market my business for use on giveaway item.
- No, I am unable to participate this year. Please contact me regarding next year's Summer Solstice Parade.

Business/Organization/Affiliation Name: _____ Contact Name: _____

Contact Telephone #: _____ E-mail: _____

Registration forms should be received by **Friday, June 5, 2009** and should be mailed in the enclosed return envelope. Forms can be faxed to: 978-297-0958. ***For more information, call 978-994-8798 or 508-314-5628.***

Thank you!

Parade Planning Committee: Selena Johnson, Amy Dupuis, Marnie DuBois, Gail Casavant, Dawn Casavant

Our Mission: To build a sense of community by developing character and positive values through activities that promote social, physical and emotional well-being for all.