



January 20, 2009

Dear Friends of the Junior League,

We are thrilled to announce the upcoming Junior League of Rockford fundraiser, *Eat. Live. Relax. – A Tour of Kitchens and Living Spaces*. The *Eat. Live. Relax.* Home Tour is dedicated to beautiful and sophisticated kitchens and living spaces in the Rockford area. This event will appeal to many people in our community. From modern to traditional, the idea behind this event is to strike the imagination of the attendees by showcasing 10 amazing spaces that have unique features displaying the latest in design trends. In addition, design professionals will staff each space to answer questions and point out key elements. The home tour will take place Saturday, May 2, 2009 and Sunday, May 3, 2009 from 10:00 am – 5:00 pm. Proceeds from the *Eat. Live. Relax.* Home Tour will benefit the projects and programs of the Junior League of Rockford, including our current project, RAISE.

RAISE (Reaching and Inspiring Students for Education) introduces first generation college students to the opportunities of a post-secondary education. High school students will receive one-on-one mentoring and assistance in ACT test preparation, college applications, financial aid & scholarships, college survival skills, and college tours. RAISE is a collaboration with the Mayor’s Office of Education and Life-Long Learning, the Community Education Partnership, and Rockford Public School District 205.

We are producing a printed ticket book as our guidebook for the *Eat. Live. Relax.* Home Tour. This guidebook will be distributed to all patrons of the home tour, which we expect to be approximately 1500. The guidebook will serve as the patrons’ ticket, as well as, give descriptions of every tour spot, a detailed map, and other useful information for the tour.

Advertising Space/Rates

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| <i>Full Page</i> | \$400 | 5” x 8” |
| <i>Half Page</i> | \$200 | 5” x 3 7/8” |
| <i>Quarter Page</i> | \$100 | 5” x 1 13/16” |
| <i>Eighth Page</i> | \$50 | 2 3/8” x 1 13/16” |

The Junior League of Rockford, Inc. is an organization of women committed to promoting voluntarism, developing the potential of women, and improving the community through the effective action and leadership of trained volunteers. Founded in 1930, the Junior League of Rockford has a long history of service to the Rockford community. Junior League of Rockford members have researched, developed, and implemented programs in our area that have impacted more than 10 million lives! Its purpose is exclusively educational and charitable. To learn more, visit www.jlrockford.org.

Thank you for your support!

Linda McGinnis
Eat. Live. Relax. Home Tour Advertising Committee