



Dear Business Owner,

On Saturday October 2, 2010 from 10:00am to 5:00pm the Pearl River Chamber of Commerce will host the 4th Annual "Pearl River Day" Festival. A rain date of Sunday October 3rd has been planned. The purpose of this fun filled event is to promote our downtown by showcasing the wonderful retail shops, restaurants, and other businesses in Pearl River.

Central Avenue will be closed from John Street to Main Street. William Street will be closed from Washington Avenue to Franklin Ave. The day will be filled with numerous events and activities including food, music, entertainment, demonstrations, shopping specials, face painting, pumpkin painting, balloon twisting, bouncy castles, and much more.

All proceeds from this event will benefit the Pearl River Chamber of Commerce and it's Beautification Fund, which supports the improvement of the downtown business district as well as provides funds for holiday lights and seasonal decorations. In addition to monies raised on the day we will be selling raffle tickets. Tickets are \$5 each with one 50/50 cash prize and the winner will be drawn on Pearl River Day.

We encourage all Pearl River businesses and residents to become active members of our organization. With a vibrant active chamber composed of involved individuals we can move forward with our revitalization plans and help Pearl River achieve its true potential.

This letter will serve as your notification of the event.

We invite all Pearl River businesses to participate. Based on the success of the last three years' events we anticipate an even greater number of participants. To ensure your space please make sure your Chamber Membership dues for 2010 are paid in full.

All participants will have a 10' X10' space to display their products or services. Additional space will be available for an extra charge. For space rates and information on the event please e-mail pearlriverday@pearlriverny.org or see the Chamber website at www.pearlriverny.org. Registration and payment by 9/1/10 will ensure you have a spot and if you have a storefront you will be placed in front of it.

We look forward to working with you.

The Pearl River Chamber of Commerce