



Dear Friend,

Discover Roxbury is a community-based non-profit organization serving Roxbury, which is simultaneously one of Boston's oldest neighborhoods and a modern dynamic community. Our mission is to foster Roxbury's social and economic development, break down negative stereotypes, and establish Roxbury as a cultural destination in Boston. We fulfill this mission by offering informative and unique walking, trolley, and bike tours that connect people to Roxbury's historic sites, arts community, cultural institutions, and local businesses. Tours such as the Sacred Spaces Architecture Walk, Roxbury's Black History trolley tour, and the Summer of Cycling series allow residents and visitors to learn new things and experience Roxbury in new ways.

Additionally, we work with local gardeners and culinary artists to organize interactive cooking and dining events that highlight urban gardening and healthy living. Previous affairs have included cooking classes, afternoon tea at the historic Shirley-Eustis House, and a candlelit dinner under the setting sun at one of Roxbury's hidden farms. There are few other communities in Greater Boston as fortunate as Roxbury to have our variety of assets.

Our culminating event each year is ***Heart of the Hub***, a celebration of Roxbury's physical and cultural assets and a fundraiser for our ongoing efforts. This unique event features live music and dancing, *A Taste of Roxbury* catered by local restaurants, a silent auction, and the *Roxbury Puddingstone Awards* ceremony for individuals who have made Roxbury what it is.

This year's ***Heart of the Hub*** takes place on **October 20, 2011**, and we are looking for **media sponsors**. Between the inaugural Heart of the Hub in 2009 and last year's event, media promotion helped us to increase attendance from 120 to 170 guests, and to raise almost \$30,000! This year we hope to increase attendance at this fun and special evening by hosting up to 300 guests. ***Heart of the Hub*** is more than a party and fundraiser, though—it provides visibility for caterers and silent auction donors, and allows guests to network with Greater Boston's movers and shakers. As a media sponsor, you'll be able to meet potential clients and gather new and exciting stories for your programming.

In exchange for your contribution, we will proudly add your logo to our website for one year and include it in the program book, as well as provide 2 tickets to ***Heart of the Hub***. Please feel free to contact me with any questions at 617-427-1006 or derek@discoverroxbury.org. I also invite you to visit Discover Roxbury online at www.discoverroxbury.org. Thank you again for your support.

Best regards,

Derek Lumpkins
Executive Director