



Mark your calendar for Saturday, **April 17th, 2010** and join us in celebrating Philadelphia region's largest and best-known Earth Day event. Located on the beautiful banks of the Schuylkill River in Philadelphia, the *Run* is a celebration of local communities, clean air, and healthy living. **I write today to ask for your support as an event sponsor to help make the *Run* the region's largest green event.**

Clean Air Council is preparing for yet another record-breaking turnout for 2010's 29th Annual *5K Run for Clean Air and Earth Day Celebration*. In 2009, the Council had its greatest turnout ever with nearly 1,900 finishers, over 60 national and local sponsors, and hundreds of spectators and celebrants. Featured on SEPTA monthly and weekly passes that reach over 40,000 transit riders, public service announcements on KYW News Radio, window displays in Center City stores such as Daffy's Clothing Store, and at numerous locations around the region, the *Run* is not only a great event for all ages but promoted in every corner of the Greater Philadelphia area.

As a *5K Run for Clean Air* sponsor you join a community effort to decrease the air pollution that triggers asthma and other respiratory problems in our families, as well as support programs that reduce waste in favor of increased recycling and composting and slow down global warming. This year, Clean Air Council is partnering with Athlete's For a Fit Planet and taking a pledge to make the *Run* an environmentally responsible event. *I am sure you will want to be part of this very unique event.*

If you have any questions about the *5K Run for Clean Air* and sponsorship opportunities listed on the included benefits form, please do not hesitate to contact Run Director, Katie Edwards at 215.567.4004 ext. 102 or kedwards@cleanair.org. You can also refer to the *5K Run* website at www.5KRunforCleanAir.org.

Sincerely yours,

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