



3rd EyE * 28 Union St. New Bedford, MA 02740 * (508)910-2260
www.3rdEyEunlimited.com

Dear Friend,

We at 3rd EyE would love you to be a part of our annual community celebration, the 3rd EyE Open. On July 16, 2011, we will hold our 12th Annual 3rd EyE Open at Buttonwood Park in New Bedford, MA. 3rd EyE is a 501C (3) non-profit organization established in 1998 with the mission of empowering young leaders, through skills-based mentoring, to improve their community through music, art, media, and events.

The 3rd EyE Open attracts an estimated 4 - 5,000 people from local areas and from all over the United States. More than 150 youth and adults volunteer to put on the Open and more than 500 people participate in its activities which include a 3 on 3 basketball tournament, dance contests, live performances, children's arts and crafts area, vendors, food, and community organization showcase area.

Support from the community is the main thing that keeps 3rd EyE Open going each year. Multiple organizations and businesses continue to support the Open because it is peaceful and positive, and it truly engages our young people giving them ownership for their city. Youth work throughout the year to make the festival the most positive, inclusive event that they and their peers can look forward to. Support can come in many forms including: sponsoring, advertising, donating, vending, exhibiting, volunteering, participating in the Open's activities, doing a story on the Open, or just spreading the word about this innovative project.

The 3rd EyE Open has been widely acknowledged as an incredibly positive event for our community. Over the past twelve years, we have had numerous news stories covering the 3rd EyE Open by the Standard Times, ABC6, WPRI 12, WBZ 4 and more. Please see the press section on our website for this positive press coverage. We hope to keep this tradition going with the help of great people like you.

Sincerely,

Ben Gilbarg
Executive Director
3rd EyE, Inc.