



On May 22, 2010 Northeast Shores Development Corporation and the East 185<sup>th</sup> St. Merchants and Professionals Association will be sponsoring the “Alive on East 185” event.

To kick off this event we are planning a parade. The parade will start at Neff Rd. Park and end up at VASJ High School. The parade will be followed by a Sidewalk Sale. This is a family oriented one day event and we hope we can count on your participation.

Parade: 10:30am

The parade is open to all residents, businesses, city and county departments. We are looking for community organizations and businesses to walk the parade route. Boy Scouts, Girl Scouts, Block Clubs and Schools. If you have a vehicle that represents your business please consider driving your vehicle in the parade to promote your local business. We will also have many of the City of Cleveland’s public service departments in the parade, as well as elected officials. There will be awards for the top three groups in the parade.

Sidewalk Sale: Immediately following the parade until 5:00 pm

If you are a restaurant, consider having a special offering on your menu that day. If you are a retail business think about marking some of your items down for that day and putting them out on the sidewalk. Even if you don’t have something to sell please consider putting promotional information out on a table in front of your establishment. You can hand out candy or balloons with your name on it. Take advantage of this event to let your business shine.

If you are interested in being part of this fun event, please fill out the form at the bottom of this letter and return it to Denise Lorek at Northeast Shores 317 E. 156<sup>th</sup> St. or you can fax it to 216-481-7129.

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Name of Business \_\_\_\_\_

Address \_\_\_\_\_

Contact Name \_\_\_\_\_ Phone \_\_\_\_\_

Email address \_\_\_\_\_

Yes I would like to participate in the Parade.

Yes I would like to participate in the Sidewalk Sale.

Please share with us what your business will be doing for the Sidewalk Sale. \_\_\_\_\_

I would like to donate towards this event  candy  cash  other.

If you need more information please call Denise Lorek 481-7660.

