



Dear Local Business Owner,

The annual Bowl-a-Rama to benefit Massachusetts Avenue Project is Sunday, February 25, 2018 from 1:30-4pm at Kenmore Lanes in Buffalo. We are writing to ask for your help raising \$10K to support MAP's work in urban agriculture and youth development.

MAP's mission is to build a just and equitable community food system in WNY by providing economic opportunities, increased access to nutritious, affordable, food and social change education. MAP employs and trains youth in urban agriculture and food systems, operates an urban farm and Mobile Market, supports micro-enterprise training, and organizes youth to make change in the food environments of their neighborhoods and schools.

Each year, on our urban farm, MAP grows over 18,000 pounds of produce and distributes it to over 4,000 low-income consumers at six sites across Buffalo; employs and mentors 50 high school students; and provides community education and technical assistance to numerous individuals, schools, and organizations.

Here's how you can help...

Donate a gift certificate!

At Bowl-a-Rama, gift certificate prizes are awarded for Most Pledge Dollars Raised, Best Costume, and Most Pins Knocked Over. A donated gift certificate to your business will motivate event goers to raise more pledge dollars and recruit friends to attend the event. Your donation will be recognized on MAP's social media and your business will be recognized at the event as a sponsor.

Make a donation!

If you are not able to give a gift certificate for Bowl-a-Rama, please consider making a donation to MAP. You can give online at: <http://bit.ly/mapbowlarama2018> or send a check, payable to MAP, to 271 Grant Street, Buffalo, NY 14213 (note: Bowl-a-Rama). Your donation will be recognized on MAP's social media and your business will be recognized at the event as a sponsor.

Come bowl with us!

Tickets can be purchased at www.mass-ave.org. The cost of the event is \$25 per bowler or \$100 for a team of up to 5 people. Your ticket includes shoes and two hours of bowling. Since this is a fundraiser, bowlers are asked to gather pledges from friends, family, and their community. Each year, several businesses bowl with us, collect donations, and join us for a fun day with their colleagues while raising money for a great cause. We'd love to see you at our event!

Thank you for your generosity and support,

MAP Board, Staff & Youth