



June 24, 2010

Dear Business and Community Leader,

We are painting Kutztown **GOLD** and we would like you to join us!

From September 28 to October 3, 2010 Kutztown will turn **GOLD** as part of a community engagement initiative involving the Borough of Kutztown, Maxatawny Township and Kutztown University. The initiative is designed to spread excitement and create positive experiences within our community. Through the outlet of athletics, we are able to provide such an occasion.

As the Kutztown Golden Bear football team prepares to take on Shippensburg University on Saturday, October 2, parents and family will descend upon the campus of Kutztown University for Family Day. The days leading up to this event will allow us to come together and show off our community with a lot of **GOLD** spirit. In addition to generating KU spirit on campus, we also want raise excitement downtown by encouraging students and their family members to explore Kutztown's many treasures. From decorating the town with **GOLD** balloons and signs to adorning store windows in **GOLD**, to wearing the official **GOLD** attire for the day, we will attempt to generate an air of excitement, showing everyone what a great place Kutztown is.

Enclosed you will find an event form outlining ways you can participate in **Paint the Town Gold**. We encourage you to make this event your own by offering special promotions, discounts and/or extending store hours so visitors can take advantage of your services.

We hope you will be part of the celebration and share in this new KU tradition. Should you have any questions or need additional information, please feel free to contact the Office of Community Relations and Development Services at 610-683-1396, the Office of Athletic Advancement at 610-683-4755, or go to [www.paintthetowngold.com](http://www.paintthetowngold.com).

Thank you for your attention and consideration of this request.

Sincerely,

Sandra K. Green  
MAYOR  
BOROUGH OF KUTZTOWN

Allen L. Leiby  
CHAIRMAN, BOARD OF SUPERVISORS  
MAXATAWNY TOWNSHIP

Greg Bamberger  
DIRECTOR OF ATHLETICS  
KUTZTOWN UNIVERSITY