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May 4, 2010

Dear Retailer,

I would like to invite you to support our community by participating in the 5th annual Junior League of Birmingham Shop Save & Share Card charity shopping event **Oct. 27 – Nov. 7, 2010**.

For 88 years, the JLB – the 5th largest Junior League in the world and the largest women's volunteer organization in Alabama – has been a positive force for change in Jefferson County. The JLB is unique in that we put well-trained volunteers *and* funding in places of great need, thereby multiplying our ultimate impact. The JLB's trained volunteers collectively donate 40,000 hours of direct community service in the metro Birmingham area each year. The JLB's 30 community projects address some of Birmingham's most critical issues, including literacy, domestic violence prevention, health education to the at-risk community, and life skills for families in transition.

In 2009, Shop Save & Share raised more than \$60,000 in support of the JLB's community projects. For the more than 500 participating retailers and restaurants and 1,500 people who purchased the card last year, the event was a win-win: businesses saw an increase in customer traffic during the sale, cardholders enjoyed a 20%, and all could feel good about addressing urgent needs throughout Birmingham. This year, please partner with us, along with hundreds of other local businesses, to impact the lives of the women and children in our community.

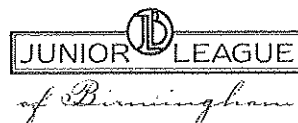
How Shop Save & Share Works:

- Shoppers purchase a Shop Save & Share Card for \$40, either from select retail partners during the event or through the JLB prior to the event.
- Cardholders receive a 20% discount at participating retailers during the week of Oct. 27 – Nov. 7, 2010.
- A retail shopping guide, including the retailers' names, locations, descriptions, and exclusions will accompany each Shop Save & Share Card.
- Participating retail partners may limit or exclude specific items from the discount during the event. Exclusions will be printed in the retail shopping guide.
- Participating retail partners benefit from the JLB's marketing efforts via media and print exposure, which includes in-house marketing to the 2,700 JLB members.
- Proceeds from the sale of the Shop Save & Share Card support the work of the JLB.

If you wish to be included in early marketing opportunities, your contract must be received by June 1, 2010. To apply for participation in the 2010 Shop Save & Share Card fundraiser, please complete and submit the enclosed contract to either your Shop Save & Share liaison or directly to the Junior League of Birmingham by July 16, 2010.

Warm Regards,

Jaime Melton Anderson, Chair
Junior League of Birmingham Shop, Save & Share Committee
E-mail: shopsaveshare@jlbonline.net



Benefitting the Community Projects of the Junior League of Birmingham

