



55th Annual Northern Berkshire

FALL FOLIAGE FESTIVAL PARADE

"Our Heroes"

Dear Friend of the Festival:

Plans are now under way for the 55th Annual Fall Foliage Festival Parade to be held Sunday, October 3, 2010, at 1:00 PM in North Adams, MA. Our theme this year is "Our Heroes" celebrating all the heroes in our lives – our superheroes, hometown heroes, and unsung heroes!

Your presence would bring an extra special touch to the parade and we cordially invite you to participate. In order for us to properly prepare and organize the parade line up, we ask that you kindly respond prior to **August 13, 2010**, and indicate your participation by completing and returning the enclosed form. You will receive confirmation and pertinent information closer to the date of the parade. It is important for you to provide us with an email address, as this is our preferred method of communication.

Along with your participation form, please include a **DETAILED DESCRIPTION** of your unit and a picture of your group so that we may use it for publicity purposes. Photos will not be returned, but will be filed for future promotional use. You can also send photos electronically to choyt@berkshirechamber.com. Your cooperation now will preclude the necessity to contact you later for this very important information.

Please be sure to include the name of a contact person who may be reached by phone, or a place where messages are accepted. In the case of school groups, please leave daytime and evening phone numbers for the person responsible for the group.

We hope you will be part of this much-cherished event in the Berkshires!

Sincerely,

Rod Bunt
Parade Director



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