



June 8, 2011

To Whom It May Concern,

The Georgia Transplant Foundation is planning for the 3rd annual "Hospitality Highway Century" cycling event on July 10, 2011. This ride will take bikers down GA 400 from exit 7 to 6 and through the cities of Sandy Springs, Roswell, Alpharetta, Milton, Johns Creek and other scenic areas of North Fulton County. The start and finish area will be in Roswell at the Mimms Property on Market Place Boulevard.

As in years past, the City of Roswell has been a sponsor of this event and helped to supplement the cost of police and permits in the city of Roswell. Last year, the city generously supported the event with a \$3,000 sponsorship. We would like to request the same for this year's event.

With the support from the City of Roswell in the past, we have been able to execute a very successful cycling event and raise awareness not only for our organization, but also for the sport of cycling and the City of Roswell. We hope to continue that awareness in this year's event.

It is projected that the "Hospitality Highway Century" cycling event will provide economic development opportunities for the cities involved. In the first two years of the event, more than 2,500 cyclists have participated. It is projected that over 1000 will participate this year's event. Through aggressive marketing via economic development departments and cycling media outlets (magazines, cycling shops, websites, etc.), cyclists throughout the United States will attend future "Hospitality Highway Century" cycling events.

The funds raised in this event will go to help Georgia's transplant community by providing financial assistance to pre and post transplant patients throughout the state of Georgia.

We look forward to the cities support again this year and to another successful event.

Sincerely,
Kristin Stanley
Director of Special Events
Georgia Transplant Foundation