



To all Businesses and Organizations in the City of Allentown and the surrounding metropolitan area:

Be advised that 2012 marks a significant milestone in Allentown's history. The City will celebrate its Semiquincentennial or 250<sup>th</sup> Anniversary. It will be a year of celebration and jubilee.

As a city and region, it is critical that together we commemorate our past, celebrate the present, and proclaim our future!

The City of Allentown and the Chairs of Mayor Pawlowski's 250<sup>th</sup> Anniversary Cabinet, Tony Iannelli and Malcolm Gross request that you do your part to make this a memorable and definitive year in our city's history.

Communication is paramount. We ask you to do the following:

**1. Keep Informed:**

- a. Visit [allentownpa.gov/250](http://allentownpa.gov/250) on a regular basis. There you will find new information as it becomes available.
- b. Follow us on Twitter (@AllentownEvents) and on Facebook ([facebook.com/allentownpa](http://facebook.com/allentownpa)).

**2. Plan Something Special:**

What better chance to show your Allentown pride than during our year-long 250<sup>th</sup> celebration?! Plan something special – A discount, a contest, a party, partner with another organization. Whatever it is, make it happen and be sure to...

**3. Inform Us:**

We want to know what you have planned that will be special during 2012 to celebrate Allentown's quarter-millennium milestone. We are hoping to conduct a full audit of events to take place during the year whether they have a 250<sup>th</sup> signature twist or are just part of what you do from year to year. This way we will better be able to ensure events are planned in the most efficient way possible. We'll do everything we can to help promote your initiatives. But we can't do that if we don't know! Initial marketing and promotion activities will commence in the Fall. Therefore, please have your information submitted to City Hall no later than Friday, October 7, 2011.

**4. Get Involved:**

You don't have to plan an event to be a part of the celebration. We need excited, smiling, Allentown-Proud volunteers! Help make 2012 special by giving your time and talents during our events.

Please, take the initiative to contact our Special Events Manager, Tara Craig at [craig@allentowncity.org](mailto:craig@allentowncity.org) or 610.437.7530 or visit the web at [allentownpa.gov/250](http://allentownpa.gov/250) and fill out the online **Events Correspondence Form** or **Volunteer Form** right away!

2012 is going to be a blast in Allentown! We can't wait to celebrate with you!