



Reading Beautification Inc.
PO Box 13404
Reading, PA 19601

September 17, 2018

Dear Community Member:

As people who live, worship, work or care for the City, we share a common goal – to keep Reading beautiful. *Reading Beautification, Inc.* (RBI) is a community-based 501(C)(3) tax exempt organization with a mission to be the leading advocate and facilitator for a cleaner Reading.

We are a group of professionals, educators, residents and friends to the City, who know that it's a gem that must be treasured and maintained for the benefit of everyone for years to come. Clean, safe streets allow for people to have pride in their surroundings, and brings commerce to our neighborhoods as well.

A couple of things that are integral in keeping local action moving forward are participating in our largest annual event, The Great American Cleanup, and organizing smaller, more targeted clean-ups throughout the year. Some are initiated by us, and some we react to via residents requesting assistance with a neighborhood or a block that is suffering from blight.

We are contacting you today because we need to keep our educational efforts, our resources and our outreach growing.

Would you consider becoming an active Board Member on the Reading Beautification Board? Under our present direction, we know that expansion is critical for us to continue our mission to provide a beautiful impression of our community and its' economic benefits. Your experience and background would be a great asset to us, and is critical to continuing our mission.

Please reach out to me if you are able to consider participation in our Board. We are strictly volunteer; meet monthly, and drive participation for all volunteer involvement to make the City of Reading the best it can be.

I look forward to hearing from you, and would be happy to answer any questions you may have. This call-to-action is essential for us to serve the City; and we greatly appreciate your consideration.

Respectfully,

Joan T. Campbell
Board Member
Reading Beautification, Inc.
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