



**American  
Red Cross**

Lee County Chapter

206 26<sup>th</sup> St.  
Opelika, AL 36801  
334-749-9981  
[www.leeredcross.org](http://www.leeredcross.org)

December 10, 2007

Dear Friends:

The New Year is fast approaching and as you may know, our local Red Cross chapter will be conducting its **7<sup>th</sup> Annual Heroes For Red Cross Campaign**. I have agreed to Chair the 2008 Campaign and I need your help to raise funds for vital community services. The campaign will run from January through March. I am pleased to announce these Heroes events:

Thursday, January 10:	Heroes Kick Off Reception, Hilton Garden Inn, 5:00-7:00 p.m.
Saturday, February 2:	Hoggy Doggy Splash, The Reserve Apartments, 8:00 a.m.
Thursday, February 14:	Chocolate Tasting, Eighth and Rail, 6:30 p.m.
Saturday, March 8:	Heroes Take Flight Fly-In, Auburn-Opelika Airport, 10 a.m. – 3 p.m.
Saturday, May 17:	Harley-Davidson Drawing, 3:00 p.m.

I am also excited to announce that the **Opelika-Auburn News** will once again be running Heroes advertisements Wednesdays through Saturdays during the campaign featuring the various Heroes. As a Hero, your feature will include your photo, information about yourself or your business, as well as information about what you are doing to raise contributions for your campaign. The O-A News will be on hand at the event kick off reception to take “mugshots” of our Heroes for their ads.

A successful **Heroes for Red Cross** program is necessary for us to continue programs such as:

- ❖ Local disaster assistance and preparedness training
- ❖ Armed Forces Emergency Communications and Financial Assistance
- ❖ Health and Safety Training, such as CPR, first aid and aquatics
- ❖ Utility assistance for local elderly and disabled citizens through Project SHARE
- ❖ Youth mentoring programs such as Club Red
- ❖ Blood Collection and supply within the Alabama & Gulf Coast Blood Region

I hope I can count on you to be a hero for your community. “Heroes” commit to raising at least \$1,000 to be used for local community services. “Super Heroes” commit to raising at least \$5,000. With your help we are confident we will surpass our goal of \$50,000.00.

I appreciate your time in reviewing the enclosed information. If I do not hear from you in the next few weeks, I will contact you to discuss the campaign further and answer any questions you may have.

Sincerely;

*Jay Jones*

Jay Jones  
2008 Heroes Campaign Chair