



Dear Sponsor:

I am writing to you today about the 10th Annual Peace Day in the Park celebration coming up in September, and an amazing opportunity that I feel will create a win-win situation for our community...and you can help! Humanity's deepest desire is for Peace; because of that, it is up to each of us to take responsibility to be the change we wish to see in our community. We are asking for your help. Help us by supporting and sponsoring the 10th Annual Peace Day in the Park vision. Over the past ten years, the help of our sponsors like you has allowed us to continue to provide fundamental necessities like tons of food for local food pantries and abuse shelters, as well as pets in need, an outpouring of blood donations, and contributions to further Peace education in our hearts, homes, and school systems. Peace Day in the Park is a local grassroots project that benefits the community and helps the ideas and experience of peace grow right here in Southwest Florida!

WHAT IS PEACE DAY IN THE PARK?

Ten years ago, after participating in the March from Tibet, Zachari VanDyne came back to America with a vision. Believing in the idea and power of Peace One Day, in standing up for equality, non-violence, and global peace, for the things that bring us together rather than divide us, he envisioned creating a single day of Peace right here in Southwest Florida. The United Nations created a calendar-fixed day, September 21st of each year, to be "The International Day of Peace". The observance is meant to strengthen the ideals of Peace, and alleviate tensions and conflicts worldwide. All countries, states, regional and non-governmental organizations, and individuals are invited to commemorate the day, including offering education and public awareness, and by cooperating with the United Nations in establishing a global ceasefire ...a day of Peace! Each year, thousands of organizations in over 175 nations are planning Peace Day activities.

Zachari took this United Nations invitation, and in September 2007, with a small band of likeminded people, created a local Day of Peace, hosting an event at Jaycee Park in Cape Coral, and calling it "Peace Day in the Park". That year, 300 people attended the event, enjoying a Day of Peace, sharing the vision and helping Peace grow in our community. Since then, each year in September on the closest Sunday to the 21st, we have continued to host Peace Day in the Park, and have seen the spiraling growth, by the numbers of people attending, and amounts of food and blood drive donations, from that original 300 to approximately 10,000 people attending throughout the day. Attendance, and the need to experience a day of Peace, have grown so much that we have added off-site parking and shuttle service to and from Jaycee Park!

HOW HAS PEACE DAY IN THE PARK BENEFITED THE COMMUNITY?

- In 2010, we met with Cape Coral mayor, John Sullivan, who issued a Proclamation of Peace, publicly recognizing Peace Day here in our local community, to be observed annually in support of Peace One Day!
- In 2015, current Mayor, Marni Dilsaver Sawicki, took the Proclamation to the next level, acknowledging growing support for the observance of the International Day of Peace within our city, and declaring that September 21st IS the International Day of Peace in the City of Cape Coral! She urges all government departments and education centers to commemorate the International Day of Peace to help further establish peace in our homes, schools, communities and between nations!
- In 2015, Ft. Myers Mayor, Randall P. Henderson Jr., issued a Proclamation of Peace, urging all Ft. Myers citizens and agencies to recognize the ever-growing need for a Day of Peace, and publicly recognizing Peace Day in the Park as setting a precedent for Peace in our community.

- In 2016, after nine years of working with the community, the Lee County Commissioners issued an entire county-wide Proclamation that publicly recognizes the need for a Day of Peace, and urged all Lee County government departments and individuals to commemorate the International Day of Peace, and highly recommended they attend the celebration at Peace Day in the Park!
- Peace Day in the Park provides a space for local vendors, businesses, organizations, and non-profits to set up each year, offering the community education and inspiration on where and how they can get involved in local volunteer opportunities, classes, and various non-profit projects. A firm guideline on connecting with the community at Peace Day is that the message itself must be about how to peacefully engage to benefit our world, about the environment, and about ways we can create positive change, and not by sending a negative message about what is wrong with our community, country, or world.
- Peace Day in the Park is filled with live music, community performances, fun activities like pet fashion show, Yoga for Peace, family-time music, live art, and so much more.
- Local health and wellness practitioners offer information and services that benefit mind, body and soul, for example, nutrition, meditation, acupuncture, yoga, and massage, to name a few.
- Animal shelters bring pets for adoption, and offer information on how people can get involved helping animals locally.
- Local shelters and organizations are on hand to let people know that help is available, and offer free counseling sessions for people who attend Peace Day in the Park.
- The annual Peace Food and Blood Drives provide life-saving assistance to our neighbors and community in need.
- Most importantly, people experience an actual day of Peace, find their community, and realize that if we can have a day of Peace...Peace can be realized EVERY DAY! People realize that one individual can, and does, make a difference! In the words of Gandhi, "We must be the Change we wish to see in the world... and it starts in our own back yard.

HOW DOES BEING A SPONSOR BENEFIT MY COMPANY?

- Your company will receive a lot of attention, by being a proud supporter of Peace.
- Your company will be prominently featured on various websites for the event.
- Your company will be announced on TV morning shows, local news reports, in magazines, and on social media sites like Facebook, Instagram, and Twitter.
- Your company logo will be displayed on event flyers and postcards distributed throughout the community.
- Your company will be recognized in numerous live announcements throughout the day of our event and celebration.

We look forward to making the biggest and best impact within our community to date, and with your help we know that is possible. We cordially invite you to support and be part of this milestone event, a decade of recognizing the International Day of Peace, by celebrating Peace Day in the Park right here in beautiful Southwest Florida. Our poster and logo this year portrays a dove of peace sitting on barbed wire on top of a wall, with a cityscape in the background. In the words of the artist, "The painting represents the hope of Peace in a time of difficulty and division. While the bird is on barbed wire, he is not harmed. Every day we are challenged to make peaceful decisions, whether it's difficult or not." Peace Day in the Park will be held Sunday, September 24, 2017, from 10AM-6PM.

Think Peace, Helping It Grow,

Zachari VanDyne, Organizer
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