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NEWS RELEASE

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FOR IMMEDIATE RELEASE

Mayor Invites Sponsorships Windsor Holiday Celebration 2010

Town of Windsor Mayor Sam Salmon has issued an invitation to the business community along with non-profit organizations to become sponsors of this year's Town of Windsor Holiday Celebration. The holiday event will be held Thursday, December 2, 2010 on Windsor Town Green. The annual event typically draws a crowd of over 3,000 participants to enjoy the community's youth in holiday concert, children's crafts and activities, holly trolley train rides and jingle bell carriage rides. The event's centerpiece is, of course, the arrival of Mr. and Mrs. Santa Claus who will light the Town's holiday tree.

Holiday Celebration sponsors are offered three levels of sponsorship: Gold Wreath at \$1,000, Silver Bells at \$500, and Holly Sprig at \$250. In return, the sponsors will receive varying levels of public exposure for their business or organization in promotional materials, such as newspaper ads and media releases. Details and a pledge form are available on the Town's website:

www.townofwindsor.com/holidaycelebrationsponsorship or by contacting the Town's Parks and Recreation Department (Eva Corbin) at (707) 838-1252 or ecorbin@townofwindsor.com. The pledge deadline, to insure inclusion in the newspaper and public announcement promotional pieces, is October 21, 2010.

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