

“I Truly Believe: If you are not making someone else's life better, then you are wasting your time!”

I'm reaching out to you today in order to share a **vision** and a **movement** that is launching here in Austin. A movement that will have nation-wide impact very soon, and a movement with which I think that your organization is well-aligned.

My grandfather Gideon D. Hill, Jr. instilled in me at a young age that...

“If you are going to be here (in life), then there is a necessity to make a difference! We each have a social/spiritual responsibility to make every group we come in contact with better!”

I, my business partner and friend, Michael Tashnick, and our team at GINGERPALOOZA believe in **social and spiritual responsibility** and the necessity to make a difference! I believe we each have the responsibility to make every person we come in contact with BETTER and GINGERPALOOZA is an expression of that - it is our movement to make a difference!

Below is a quick snapshot of who we are and what we are striving to accomplish. This is only the beginning, and it will be the 1st event of it's kind, especially here in the US and Austin.

The Mission

GINGERPALOOZA is brand and a series of events for redheads (and anyone ginger friendly) dedicated to celebrating individuality while raising money to help the fights against bullying and skin cancer. We will create a unique experience for attendees that will not only raise money for these very worthy causes, but will also promote keeping our wonderful Austin diverse, accepting, kind and pro-ginger.

The Kick-Off Event

The 1st GINGERPALOOZA event will take place on June 1, 2013. This celebration will be a one-day, high-energy “Pub Parade” starting from East 6th street and ending up on West 6th at Third-Base where featured local live bands and DJs with established followings will perform. There will be a total 6 establishments/supporters of GP hosting music, “ginger” specialty drink specials, GP merchandise, and all out fun.

GINGERPALOOZA Pub Parade is an over 21 event, with a recommended (minimum) \$10 donation contribution via a mobile phone app. A strategic partner in GP Pub Parade is a local app company, TABBED OUT, who will be tracking the featured drink specials and transactions.

Not only will we be hosting incredible events through our production company, but we will also be merchandising the brand on-line through unique clothing and products.

For Immediate Release

Most importantly, we are aligning ourselves with the **PACER Center (pacer.org)** a recognized National Bullying Prevention Center, as well as several skin cancer charities.

Our June 1st event is our way to kick off our much larger, long-term campaign. We have an amazing board of advisors made up of various industries/backgrounds here in Austin (as you will see in the attachment), all of whom will be helping to manage the campaign.

GINGERPALOOZA is an effective platform for your organization to expand its brand awareness to a targeted consumer demographic through a series of authentic, positive events, as well as the expansive PR and marketing coverage surrounding the campaign. We need your support to help get the word out and I'm sure we can find a way to provide the most value to you.

Supporters of GINGERPALOOZA will be showcased as outstanding corporate citizens and receive valuable benefits, exposure and visibility throughout the entire year through 2013 satellite events.

I would love the chance to connect with you and/or your organization on how we could establish a win-win relationship and talk further about getting your support for this dedicated movement!

I appreciate your time and support...Thank you!

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