

I'm writing on behalf of the Salem Swag – Souls with a Goal. Salem Swag Invites you to be a part of history as we work together to breathe new life into our historic city. In an effort to raise funds for The **Arc of Salem County** (80% of proceeds) and **Stand up for Salem** (20% of proceeds), we will be hosting a city wide line dance to break the record for the largest line dance, the **Soul Train Line Dance**, in the Guinness Book of World Records.

Our record shattering performance will take place on June 21, 2014 in downtown Salem as part of Salem's First Annual Record Breaking Block Party and Street Fair. Our goal is to underpin community pride through entertaining and record breaking activities that draw attention to our greatest asset "our people". These events will raise needed funds for the two aforementioned organizations.

**The Arc of Salem County** is committed to helping people with disabilities realize their educational, personal, social and vocational goals through advocacy, education, leadership, and services for individuals and families. **Stand Up for Salem** is an organization of local residents and businesses to roll up our sleeves to help change the destiny of Salem for the better.

Within the next few weeks, we will be collecting donations from area businesses and individuals to help these two organizations and contribute to the financial success of our endeavors. As the sponsoring activity, Stand Up for Salem, is a qualified 501(c)3 non-profit group, your donation is tax deductible. No donation is too small and we hope that you will join us in person to enjoy this great event. We ask that you forward your donation to:

Franklin Bank – World Record Line Dance Fund

Electronic donation submissions are also encouraged and can be submitted on-line through <http://www.eventbrite.com/e/salem-swag-world-record-breaking-soul-line-dance-tickets-11102400579>

Please don't hesitate to call or email me with any concerns or suggestions to help make this a huge success.

Respectfully Yours,

Matthew Hassler  
Chairman  
Matthassler12@yahoo.com