

2011 Family Fest
Sponsored in partnership with the
Pottstown Family Center,
Pottstown Parks and Recreation, &
PEAK - Pottstown School District.

TO: All Organizations & Businesses with Booths
FROM: 2011 FAMILY FEST COMMITTEE
RE: FAMILY FEST/Thursday, March 17, 2011

We invite you to participate in our 2011 Family Fest event held this year at the **Pottstown High School** on Thursday, March 17, 2011. Our main theme for the evening is **Participate in Your Community: Pottstown Families Play, Work & Serve Together.** The whole community plays a role in sustaining our local businesses and social service agencies. This year's theme focuses on "buying local" and encouraging families to find volunteer opportunities that they care about. Even young children can benefit from some kind of service, such as cleaning up a local park. The Pottstown Family Center, Pottstown Parks and Recreation, and PEAK - Pottstown School District will sponsor this year's event.

Please join us this evening to promote your agency's services, engage families in fun activities, share what resources you can provide to the community and have fun. Local businesses are invited to join us in our "Buy Local Zone." We hope you will stay for the whole evening. Our families will be accompanying their elementary age children to this event. Last year we had more than 500 people. This is very good exposure for your organization or business.

The cost of last year's event was roughly \$1,600. Unfortunately, due to substantial budget cuts within our own agencies, we are no longer able to cover the entire cost of the event. Therefore, this year we are requiring that participating agencies contribute \$15.00 per table to help cover the cost for this year's event. Businesses or agencies who place a half or full page ad in the booklet will have this fee waived.

IMPORTANT INFORMATION:

- **REGISTRATION TABLE: PLEASE STOP AT THE REGISTRATION TABLES.** Pick up a packet of materials with your meal tickets, evaluation materials and information about the evening. You will also be directed to your table set-up. If you need volunteers to help you unload your car, young people can assist you.
- **BOOTHs:** Open from 5:00 pm to 7:00pm. They need to close for the evening at 7:00 pm, no exceptions. ****Set-up for the event can begin after 4pm****

PLEASE NOTE THAT A FAMILY ACTIVITY IS ESSENTIAL TO HAVE AT YOUR BOOTH!!

- **DEADLINES:** The 2011 Family Fest Information sheet is attached. **The deadline for its return is FRIDAY, MARCH 4TH.** Information sheets not returned by this date will not be guaranteed publication in the booklet. Please be aware that over 500 community residents receive this booklet. We want every agency and business to be included!

- **TABLES:** Because of limited space, we are able to accommodate one (1) table per organization. Please plan for this.
- **BROCHURES:** Brochures and literature for families will be organized on tables located in the center of the lobby where families can pick up what they want.
- **ACTIVITY RESTRICTIONS:** Tables are limited to the lobby/hall areas only, unless otherwise designated by the committee. The gym is not available for activities. Please do not use materials such as glass, sand, or permanent adhesives or stickers. **No food or drink is to be served!**
- **FOOD COUPONS:** You will be given Food Coupons for pizza and a beverage. You should have enough for each member of your group. Please do not wait until the end of the evening to get your refreshments.
- **DOOR PRIZES:** If you can donate a door prize, please call Carol Olesh at (610) 326-1610 X 240. Door prizes have always been good incentives for families attending this event.

VOLUNTEERS: There are young people who would like to help you at your booths as an extra pair of hands. If you can use them, please welcome them.

EVALUATIONS will be in your packet. Please take a few moments that evening to complete them. Someone from our committee will pick them up at your table or you may leave them at the registration table. A committee member will come around to collect them before the close of the evening.

QUESTIONS? NEED ANYTHING that evening? Ask for Jenn Brown at the registration table or Eileen Schlegel at the Pottstown Parks and Recreation table.

2011 Family Fest Committee

Jenn Brown, Family Services/Pottstown Family Center
Eileen Schlegel, Pottstown Parks & Recreation
Mary Rieck, PEAK – Pottstown School District