

Boscov's Department Store, LLC

P.O. Box 4116, Reading, PA 19606-0516 / Phone: 610.779.2000 / www.boscovs.com



Dear Friend,

On Tuesday, October 4, 2011, Boscov's Department Store will again host our popular, FRIENDS HELPING FRIENDS, a special day filled with fun and fund-raising, to benefit area non-profit organizations. In October, 2010 FRIENDS HELPING FRIENDS day was a tremendous success, raising nearly \$500,000 for service organizations in communities with Boscov's stores throughout Pennsylvania, New Jersey, Delaware, New York and Maryland. We would like to invite your organization to join in the success of this year's FRIENDS HELPING FRIENDS day.

For those of you who have not participated in the past, let me give you a brief explanation: Every 501c3 non-profit organization is eligible to participate. There is no cost or obligation to any participating organization. Your organization will be supplied with \$5 tickets, as many as you want, to sell to friends, neighbors and family. Everyone who purchases a \$5 ticket receives a **25% discount shopping pass* for purchases made only on Friends Helping Friends day**. In addition, they are eligible to win fabulous door prizes including shopping sprees as well as valuable merchandise items. Your organization keeps the entire \$5 from every ticket sold. Purchasers of the ticket can easily recoup their \$5 and much more through the savings they enjoy with their ticket. Boscov's supplies the tickets, signs, advertising and the free refreshments served throughout the day in our store on Friends day. It is truly a terrific opportunity for your group and its supporters. And it's fun!

I've enclosed a packet of information on FRIENDS HELPING FRIENDS day, which should answer any questions you may have. We sincerely hope your organization will join us in making this the biggest, most successful fundraising event ever. If you'd like to participate, simply complete the Registration Participation Form enclosed and mail it to:

Boscov's Public Relations
4500 Perkiomen Avenue
Reading PA 19606
Attn: Kathy Gundy

The Participation Form must be filled out completely, before your tickets can be issued. We'll call you to make arrangements for you to pick up your requested tickets.

If you have any questions, please contact Kathy Gundy at 610-370-3948, at KGundy@boscovs.com or the Corporate Public Relations Office at 610-370-3704 and we'll do our best to answer them. I look forward to working with you to make FRIENDS HELPING FRIENDS DAY a profitable one for your organization.

**Certain brands and categories of merchandise cannot be included in the discount offer. All exclusions are clearly described on the ticket.*