

San Luis Obispo Symphony Guild
---- Quail Drive
San Luis Obispo, CA 93405

October 22, 200X

Mr. ----
Wells Fargo Bank
665 Marsh Street
San Luis Obispo, CA 93401

Dear ----:

Do you remember back to your childhood and the first time your music teacher introduced you to music? Were you awed like I was by learning that people playing instruments could create beautiful sounds? Likely you remember feeling your imagination soar, your heart swelling with joy and even your mind feeling invigorated. You couldn't wait to hear the next song and find out what else your music teacher had to share with the class.

Unfortunately, generations of children are not being exposed to a similar experience. Over the past 30 years music education programs across the nation in school and community programs have been eliminated or severely impacted due to budget cuts. Each year more and more children are growing up without sufficient exposure to music. More is being lost than the pleasure of appreciating the sounds of music. Scientific studies have shown that musical study benefits children in significant mental, social and physical developments.

Areas studying music can help improve:

- Development of critical thinking and self discipline skills.
- Early cognitive development.
- Basic math and reading ability.
- Spatial and reasoning skills.
- Ability to work in teams.
- SAT Scores and school attendance.

I believe and scientific studies have shown that what Aristotle said is true, "Music has the power of forming the character, and should therefore be introduced into the education of the young." The San Luis Obispo Symphony Guild works to shape young lives through music.

One way we do this is by hosting the *Apex for Kids Children's Concerts*. Next Spring, busloads of school children will be treated to three performances by Michael Nowak and our San Luis Obispo Symphony orchestra, joined by members of the Magic Circle Mime Company, in an entertaining and educational concert entitled "The Orchestra from Planet X."

In order to make this show available to our community's children we need sponsorships from generous organizations. Your generosity will enable the San Luis Obispo Symphony Guild to continue to bring the joy and stimulation of music to new generations of children. While many schools and community programs have to sadly cut funding to the music arts, the San Luis Obispo Symphony Guild is dedicated to reaching out to the next generation of children with concerts like Apex for Kids.

Will you help us with this life changing endeavor to bring beautiful music and increased development to the children of San Luis Obispo County by sponsoring this concert? If you have any questions, please call 555-1910.

Most sincerely,

Peggy Peterson