



December 6, 2011

Mr. Abraham Zambrano
Village of Croton-on-Hudson
One Van Wyck Street
Croton-on-Hudson, NY 10520

Dear Mr. Zambrano,

The National MS Society, New York City-Southern New York Chapter is pleased to announce the **Bike MS NYC Bike Ride is on Sunday, September 30, 2012.**

For the past few years, the village of Croton-on-Hudson has generously allowed us to use municipal parking lot A (located in the Village of Croton-on-Hudson near the train station) as a rest stop area for our cyclists. This year we are merging our New York City and Westchester rides and as a result are making significant route adjustments that include having our riders starting in NYC. We are in the process of developing a route and would like to have the 100 mile ride finish in Croton.

I am writing to request permission for use a portion of the parking lot at the Croton-on-Hudson train station to host the finish line celebration for just the 100 mile riders. We anticipate approximately 700 finishers arriving at this location throughout the day between the hours of 12P-6P. This finish line area would be managed by MS Staff. We would set-up the location with a few pop-up tents, tables and port-o-sans and serve them a post-ride recovery meal/snacks. Set-up for this would ideally occur on Saturday, September 29 or early in the morning on Sunday, September 30. The MS Society will again add the Village of Croton to its list of additional insured and leave the lot clean and orderly

We appreciate your continued support of Bike MS. The 2011 event helped raise \$3 million dollars to help to create a world free of MS and we hope to match or even surpass that total in 2012! If you have any questions or need further information about Bike MS 2012 please contact me via phone or email. You can also visit www.msny.org for more information about the MS Society. Thank you very much for your consideration- we look forward to hearing from you!

Best,

A handwritten signature in black ink that reads "Jessica Shweky".

Jessica Shweky
LeadDog Marketing Group
159 W.25th St., Second Floor
New York, NY 10001
jessica@leaddogmarketing.com
212-488-6719

