



VNA OF CENTRAL JERSEY PRESENTS

STATELY HOMES BY·THE·SEA

Holly Hill • Locust, New Jersey

Dear Advertiser:

We are delighted to be offering you an opportunity to be part of our new Stately Homes By-The-Sea Show House Ad Journal presented by Visiting Nurse Association of Central Jersey at Holly Hill, Rumson, N.J. in the spring of 2011. This fundraising event will offer a tour of the main house and beautiful grounds, as well as a café and boutiques. It will be open to welcome the public from May 3rd until June 12, 2011.

An important feature of the event is the Ad Journal, which is often kept as a reference guide. This beautiful book will include a descriptive page of each designer and their showcase room. Historical information on the home, listings of special events and maps to guide our guests through the home and grounds are also included in the journal.

If you choose to participate in this event you will be part of a beautiful book that will be distributed to all of the attendees at the Show House. This Ad Journal book will be saved and referred to often for years to come. After conducting extensive research, the Show House Committee projects a minimum of 15,000 guests who will visit the estate throughout the month. Advertising for this event will be featured in publications such as *The New York Times* and *Traditional Home*, which is this year's Media Sponsor as well as other publications. Your ad is fully tax-deductible if it includes a salutation.

All of the proceeds from the Show House will benefit the programs and services of Visiting Nurse Association of Central Jersey who will be celebrating their 100th anniversary beginning in June 2011. The Show House will feature a special exhibit highlighting VNACJ's 100 year history of caring for the community in need. Founded by volunteers and inspired by their vision, VNA has grown from caring for 100 people annually in one county to more than 127,000 individuals across 12 New Jersey counties. Over the last century, VNACJ has brought health, healing and hope to the socially disadvantaged, the impoverished, the frail elderly, fragile newborns, children with special needs and the terminally ill. The funds raised from the Show House event will help VNACJ fulfill its mission of providing compassionate care to those in need, irrespective of their ability to pay. As the largest visiting nurse association in the state, VNACJ provides comprehensive homecare and hospice programs as well as extensive services and programs for people of all ages.

Don't miss out. Please return the attached contract which includes prices, ad specifications, and deadlines as soon as possible.

If you have any questions, please contact Jeanne Shanley at 732-842-7452, Dawn Stout at 732-241-1497 or Maggie Riker at 732-861-4313.

Thank you in advance for your support!

Sincerely,

Jeanne Shanley
Ad Journal Co-Chairman

Dawn Stout
Ad Journal Co-Chairman

Maggie Riker
Ad Journal Co-Chairman

