



PINELANDS PRESERVATION ALLIANCE

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Dear Sponsor,

In October, the Pinelands Preservation Alliance (PPA) and bicycle enthusiasts will join forces for 5 consecutive single-day bicycle tours of the New Jersey Pinelands. The goal is to highlight the natural and historic features of the Pinelands. This year's event will take place from October 1st to October 5th.

This is the tenth year of the Tour de Pines and we are working hard to increase the number of people who participate. Each day's tour ranges from 40-55 miles with average speeds of 11-13 mph that begin and end at the same location. It is a non-competitive, unsupported ride run by volunteers and supported by the Pinelands Preservation Alliance.

There is no bicycle tour like this in the state of New Jersey. Where else can you participate in a ride that takes you from the birthplace of the Jersey Devil in Leeds Point, to New Jersey's very first state forest (Bass River), to the mysterious Bridge to Nowhere, down Carranza Road named after a Mexican aviator whose plane crashed in the Pinelands in 1928, all the while passing farm fields, cranberry bogs and the New Jersey coast?

Proceeds from the ride benefit the Pinelands Preservation Alliance (PPA). PPA was founded in 1989 and has a membership of over 3,900 households and one of the largest Facebook following of any New Jersey environmental group (4,130 fans and counting). PPA has been working for 25 years to protect New Jersey's Pinelands, which is home to the most extensive surviving forest on the eastern seaboard between Maine and Florida.

Last year was the first year we charged a registration fee for the Tour de Pines in order to help cover its minimal expenses. We want to keep the registration fee low so that anyone can afford to ride. This year we are seeking sponsors, which would help us better promote this event and attract more riders and Pinelands advocates. We would be thrilled if your business would become a sponsor for the Tour de Pines. Your support would help PPA continue our work protecting the land, water and wildlife of New Jersey's Pinelands. Each year we educate thousands of teachers, students and residents, watch over water quality and supply, and advocate for the protection of vital Pinelands habitats.

I would welcome the opportunity to speak with you about the Tour de Pines and the work of the Pinelands Preservation Alliance. I will follow-up with you in the coming week, and thank you for your consideration. I can be reached at 609-859-8860 ext 21 or becky@pinelandsalliance.org.

With best wishes,

Becky Free
Director of Membership & Communications