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I am the media coordinator for Southern Knights Cruisers (SKC). It is my job to promote our annual car show on October 2, 2021 at Richard Bland College near Petersburg, Virginia. The purpose of our car show is to support organizations such as yours and the work that you perform. In order to do that, I need to promote the organizations we help to fund. Often, those who attend our cruise-ins or car show do not know your organization and how important you are to those you serve. As a veteran and a member of SKC, I sometimes find that frustrating. Part of my mission is education. This is why, I requested information we could hand out at our cruise-ins describing your organization and the important mission you perform. Hopefully, that alone will lead to direct contributions to your organization.

Those, who register their vehicles for the car show or vendors can also designate which recipient they wish. Thus, we often get checks which have your organization chosen for donation. Any check we receive before the show, we will send to you as quickly as possible. Sometimes, we also receive contributions from other car clubs or organizations made out to a specific recipient. These also will be sent to you as quickly as we can. The pandemic has affected all of us. Hopefully our efforts can help reverse the deficits so that you can serve your clients.

We have a cruise-in Saturday nights, weather permitting. If some could come once in a while, you could explain your mission to those who bring their vehicles and spectators. Having brochures at the cruise-ins would be helpful.

My job is to get publicity for the car show on electronic media, print media and social media. I will be sending out flyers to numerous publications, media outlets and businesses. I hoping to both promote our car show and the organizations who benefit. If I am able to go to interviews or electronic media, I might ask for someone in your organization to come also. I want people not only to know about the car show as a social event, but also as a fund-raising event for your organization.

I am trying to get people to view our website. There, a viewer can find out information about your organization and even learn how to directly donate to you, even if they don't sign up their vehicles or as a vendor.

I am enclosing a flyer about our show, which you can send out electronically or place on your website. If you receive invites from the media and would like us to attend, we would be happy to come.

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