

Greetings,

We'd like to introduce the **LIGHT UP FISH CREEK CAMPAIGN**, a community partnership to provide seasonal lighting in the Town of Gibraltar.

There are so many great opportunities for residents and visitors alike to enjoy our community throughout the winter season - from the FCCA's Winter Festival in February, to the winter amenities of Peninsula State Park, and our wonderfully walkable downtown. This year, we now have 72 new lampposts (and our existing wreaths have outlived their usefulness). With this in mind, a group of Gibraltar citizens has been meeting for over a year to share ideas on how to make our winter season a twinkling delight. Numerous concepts were discussed until a theme emerged - SNOWFLAKES!

The goal of the **LIGHT UP FISH CREEK CAMPAIGN** is to provide commercial-grade lighted snowflakes for the new lampposts and, as funding is available, snowflake-themed displays in a few key areas around town.

To accomplish phase one of the project in 2020, we need your help **TODAY** (or no later than OCTOBER 17). We are asking anyone who is able and loves Fish Creek to do their part by considering a donation for winter lighting. With enough support, we can move beyond the lampposts to create the lighted displays. Our minimum goal is \$25,000 and our three-phase goal is \$50,000.

If there was ever a year that needed some extra cheer and light, it's 2020! The donation form below may be mailed to the Town of Gibraltar offices or dropped off in-person. Thank you for making Fish Creek shine bright, now and in the future.

Sincerely,

Winter Lighting Committee



MAKE FISH CREEK SHINE BRIGHT!

Join a community partnership, including the Town of Gibraltar/Parks and Lands Committee, Fish Creek Civic Association, businesses and community members to decorate the new lampposts and key areas throughout the community - both downtown and countryside.

Make Fish Creek shine for your enjoyment, your pride, and even a great photo opportunity!

FISH CREEK'S WINTER LIGHTING PROJECT

- ☐ Light Up Friend (\$1-324)
- ☐ Light Up Sponsor (\$325 - \$999)
- ☐ Light Up Patron (\$1000 - \$2499)
- ☐ Light Up Benefactor (\$2500 and up)

Gift Amount: _____

Name(s): _____

Address: _____

City: _____

State, Zip: _____

Phone: _____

Email: _____

Make Checks Payable to:

Town of Gibraltar with memo Winter Lighting

Mail to: PO Box 850

Fish Creek, WI 54212