



Post Office Box 100
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March 10, 2008



Dear Red Hook Neighbor & Business Owner,

The **Red Hook Fire Company and Rescue Squad** is staffed with a dedicated and highly trained volunteer team of fire fighters, EMS personnel and fire police officers. Living up to their motto, "Ever Alert," members of the Red Hook Fire Company responded to more than 1,000 calls in 2007.

The range of services from fighting structure and automobile fires, assistance at accident scenes, providing emergency medical assistance and transportation to area hospitals to pumping out basements and assisting with other disaster relief efforts, often puts a strain on our numbers of available volunteers at any given time.

Yet time after time, when the call goes out your volunteer team members put their lives on the line without complaining and without expecting recognition.

The company is constantly looking for new volunteer members willing to commit to serving our community, neighbors and families. Beginning with a firm foundation of New York State required training, the recruit becomes part of an all-volunteer team that devotes a good portion of their lives to community service and self-sacrifice.

In 2008 we are launching a renewed effort to fill our ranks with enthusiastic new volunteers. To that end, as Chief of the Red Hook Fire Company, I am asking for your contribution to get out our message. We will include your message in our advertising and other publicity indicating you provided vital support in this endeavor.

We have planned a kick-off media event later this month and a series of full page ads will be running in our local newspapers informing the 10,000+ residents of the Town of Red Hook about our service and our need. We are also going to have an Open House for potential volunteers and anyone in the community to come and inspect our facilities and our emergency apparatus of which we are exceedingly proud. People will be able to come and visit with our members and discuss how we can succeed as the community grows requiring more and more emergency services in the years to come.

Please, as a prominent local business leader who understands the value of the Fire Company, contribute to support our advertising expenses. I am counting on you to partner with us to get out the word.

Sincerely yours,

Michael Burnett
Chief, Red Hook Fire Company, Inc.

P.S. I have enclosed an ad order form for your convenience. If you have any questions about this recruitment campaign, please contact Richard Wambach at 845-758-3117. His firm, River Valley Marketing, is handling the publicity and advertising for this program.