



*Mayor Richard Thomas*

The Mount Vernon Veterans Service Agency (VSA) with the assistance of the Central Committee for Veterans Affairs (CCVA) will be coordinating the city's Memorial Day events on Monday, May 29, 2017. The scheduled commemorative events honor those active duty military members that have lost their lives in service of this great nation.

The day will begin at 8:30am with a Wreath Laying Ceremony at City Hall. The Memorial Day Parade will follow the ceremony with step off at 10:00am from 1st Avenue proceeding down 3rd street to Fifth Avenue, turning onto Gramatan Avenue and concluding with the Memorial Day Ceremony at Mt. Vernon's Hartley Park. All of the scheduled activities are free of charge and open to the entire community. We are anticipating a crowd upwards of 3,000 observers along the parade route on this day of remembrance.

For the first time in Mount Vernon's history, the Memorial Day Parade will have larger than life balloons similar to those in the Macy's Day Parade in NYC. Area businesses will have a unique opportunity to sponsor these balloons, and take part in the day's events honoring veterans that have made the ultimate sacrifice. By investing in one of the outlined sponsorship packages (page 2), your company can be a part of the publicity surrounding this annual event and show support for the veteran community while advertising your business.

All contributions to the CCVA {a not-for-profit 501(c)3 organization} are tax-deductible. Undoubtedly your business will be remembered for their part in the debut of these patriotic figures. I am available to meet and discuss the possibilities of working together to make the Memorial Day Parade one that adequately pays homage to our country's heroes while celebrating the freedoms that their sacrifice has afforded us. Please contact me at 914.665.2319 or [kreed@cmvny.com](mailto:kreed@cmvny.com) for further discussion, to make arrangements, and to answer any questions you may have. I look forward to working with you.

Sincerely,

*Kristyn Briez Reed*

Kristyn Briez Reed  
Director, Veteran Services Agency