

HIGHLANDS STRIPED BASS TOURNAMENT  
**JASON'S DREAMS FOR KIDS**  
148 CONCORD AVE., LEONARDO, NJ 07737

Spring 2012

Whom it may concern:

On Saturday June 2nd and 3rd 2012 the Highlands Striped Bass Tournament, will be hosting our **10<sup>th</sup> Annual Spring Striped Bass Fishing Tournament** to benefit the Jason's Dreams for Kids Foundation [www.jasonsdreamsforkids.com](http://www.jasonsdreamsforkids.com), and the Food Banks and soup kitchens of Monmouth County. Jason's Dreams for Kids, Inc. is devoted to granting wishes to children diagnosed with a catastrophic or life-threatening illness. Bringing a little happiness to the lives of these children is their goal.

At this time, we are reaching out to businesses like yours and asking you to become involved in making the event a huge success. We are seeking food donations for the picnic and financial sponsors. Everything the participants do, are a direct contribution to Jason's Dreams and/or the local Food Banks. We do not utilize any of their entry fees to help put on the "Thank you" picnic that is thrown the last day of the event. We are not sure what the turnout for the event will be, but last year's event had over 300 fisherman and their families participate. With the current trend being it gets bigger and better each year. We were able to raise over \$19,000.00 with great support of our sponsors and everyone involved.

Last year our main corporate supporter was Coors Beverage along with other businesses too numerous to list. These companies donated directly to Jason Dreams for Kids and in turn were honored at the tournament. The financial sponsors are listed on Jason Dream's tournament t-shirts and sold at the 2 day tournament. All the profits from the sale of the t-shirts go directly to the charity. Last year over 400 shirts were sold.

This 2 day event brings together fishermen, local businesses, and corporate sponsors from the community for a day of fun and friendship, while raising money for one of the worthiest local charities in Monmouth County. Fish caught and donated is weighed, filleted then delivered to the local Food Banks and soup kitchens.

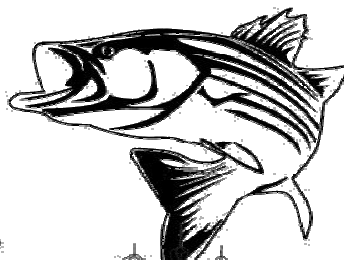
Jason's Dreams for Kids is a registered 501(c) (3) non-profit corporation. We organize and promote this tournament. Friends, family and many volunteers provide the manpower needed to set up, breakdown, staff, and run the event.

Your consideration in this matter is much appreciated. In these hard economic times any donation you can make will be greatly appreciated. All non-monetary donations will be recognized in a flyer that is given to all the participants in the tournament. Please feel free to contact me at the below number, or email us at [SpringBass10@gmail.com](mailto:SpringBass10@gmail.com).

Best Regards,



Barry Heffernan  
Tournament Committee Chairman  
(732) 291-3464



Carol Mirek  
Assistant to the Chairman  
(732) 213-1085

