

LETTER TO ENVIRONMENTAL GROUPS, BUSINESSES, INDIVIDUAL DONORS
Inviting support of the April 21, 2020 Earth Day Festival Live-Online 6:30-8:30pm
Presented by Carpe Diem Arts and Washington Revels

NOTE: Contributors will receive a special invitation to the Zoom Room with featured artists for the Festival event on Tuesday, April 21, 6:30-8:30pm.

Environmental groups and businesses will have their logos on all promotional materials and posted during the Festival.

Dear Friends,

We invite you to join us in supporting the 50th Anniversary of Earth Day Festival and Call-to-Action on April 21, 2020 -- live online % Zoom and streamed via social media. The event is presented by [Carpe Diem Arts](#) in partnership with [Washington Revels](#). More info at www.carpediemarts.org/earth-day and www.facebook.com/events/3185861744780097/

We are looking to enlist the support of individual donors, businesses and environmental groups to help ensure our success in reaching a large audience. The purpose of the event is to inspire renewed focus on the climate crisis in these critical months leading up to the 2020 elections, while also raising awareness of the important work that local and global environmental organizations, businesses and individuals are already doing to preserve our resources and protect our planet.

We have an all-star line-up of performers, including GRAMMY Award winners and other internationally acclaimed touring and recording artists, as well as local DC area favorites.

Our fundraising goals are: 1) to **pay our featured artists** and help compensate for the major loss of income during the pandemic; 2) to support the **creation of new environmental education programs** focused on raising awareness of our climate crisis: arts-inspired assembly programs and residencies in our schools and via on-line videos -- with the dual purpose of providing meaningful and remunerative work for artists; 3) to launch an initiative titled “**Love Songs for Our Planet**”-- inspiring the writing of new anthems for our times to move the cause forward.

See levels of giving and benefits below.

Many thanks in advance for considering. Feel free to call with any questions. We would be so grateful for your support.

Best wishes to you and family for health and safety during this tumultuous time,

Signed -- whoever is sending the letter

Busy Graham, Founder-Director
Carpe Diem Arts
301-466-0183
CarpeDiemArts.org

LEVELS OF GIVING

\$10-99	Friend of the Earth
\$100	Gardener
\$250	Tree Hugger
\$500	Tree Planter
\$1,000	Earth Mover
\$1,500	Earth Steward
\$2,500	Climate Super Star
\$5,000	Climate Super Hero
\$10,000	Protector of the Universe

BENEFITS OF GIVING

- Contributors of \$10 or more will receive an invitation to be among the 500 audience members in the ZOOM ROOM -- with the featured artists. *All other attendees will have access to the Festival via Facebook and Instagram.*
- \$100 or more: Listed as contributors on the April 21 event screen
- \$250 or more: Acknowledged by our host-emcee's
- \$500 or more: Logo will be added to the April 21 event flyer and all promotional materials

ABOUT CARPE DIEM ARTS

Carpe Diem Arts' mission is to engage communities across generations and cultures through the visual, literary and performing arts. Based in Silver Spring, Maryland and serving the National Capital Region, Carpe Diem strives to create inclusive communities—where the arts unite, energize, and inspire.

A small organization with big dreams, we work with hundreds of artists in bringing a broad range of culturally diverse programs to communities throughout the National Capital region: preschoolers, children and youth, immigrant and refugee families, incarcerated youth, seniors and those with special needs, reaching close to 8,000 people each year. Carpe Diem sets a high bar for the quality, integrity and diversity of its programming. We are known for our resilience, and for being quick to respond to our community's needs.

By way of further introduction to Carpe Diem's work, here is our [FY2019 Annual Report](#) and a three-minute [video](#) featuring testimonials from GRAMMY winner Dom Flemons, Congressman Jamie Raskin, Maryland Senator Will Smith, Montgomery County Council Member Gabe Alborno, middle schoolers and 3rd grade ukulele students, Tara Libert from Free Minds, Ayanna Gregory (Dick Gregory's daughter), and other teaching and performing artists.

Our partner-presenter of the April 21 2020 Earth Day Celebration and Call-to-Action is [Washington Revels](#) -- a multi-generational performing arts community of professionals and nonprofessionals that presents traditional music, dance, storytelling, and drama in DC, Maryland, and Virginia. It produces after-school workshops, community participation events, and performances year round, including May Revels each spring and The Christmas Revels each December.

LOVE YOUR PLANET

CARPE DIEM ARTS!
Bringing the Arts to Life



WASHINGTON
REVELS

Virtual Version...

EARTH DAY FESTIVAL and COMMUNITY SING

**50th Anniversary
Celebration &
Call-to-Action!**

Tuesday April 21, 2020

6:30pm-8:30pm via ZOOM

♥ Check website for details

Featuring

- ♥ Magpie, Lea Morris, Lilo Gonzalez, Gerdan of Ukraine
- ♥ Moira Smiley & Seamus Egan, Kentavius Jones
- ♥ Jennifer Cutting & Steve Winick, Huda Asfour
- ♥ James Hill & Anne Janelle, GRAMMY winner Dan Zanes & Claudia

FREE Admission | Donations Requested

CarpeDiemArts.org/Earth-Day ♥

