



August 17, 2018

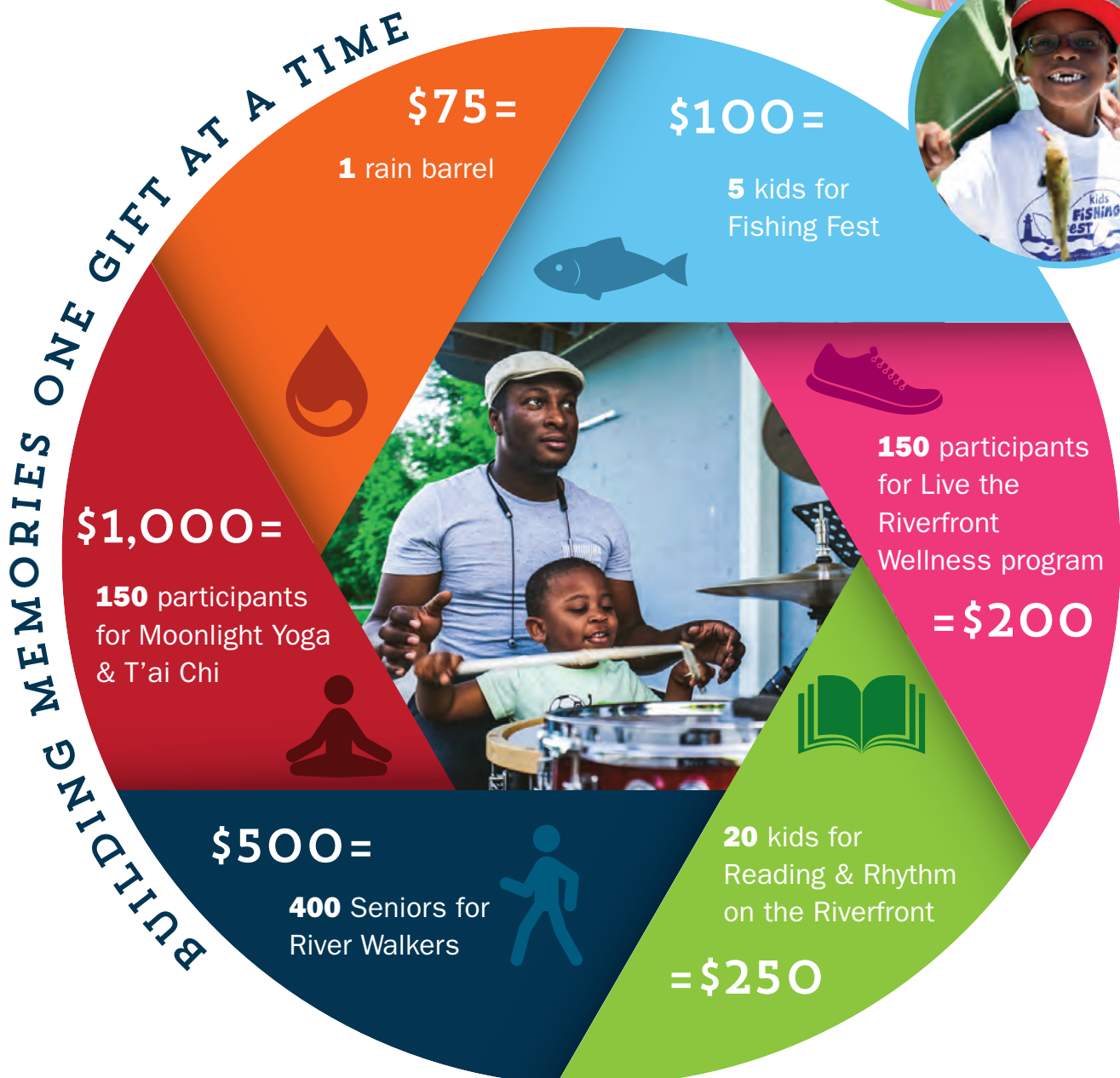
Dear Friend,

At the Detroit RiverFront Conservancy, our goal is to bring kids from young to old down to create lifetime memories along the Detroit riverfront. **Each year on the RiverWalk and Dequindre Cut we provide more than 150 free and low-cost programs designed to offer opportunities for education, healthy fulfilling recreation, and environmental awareness. But we can't make these programs happen without your support.**

We made a lot of amazing memories this summer. We welcomed 4,500 kids to GM Reading & Rhythm on the Riverfront, a free literacy program, where each child was invited to pick out a brand new book. During Fishing Fest we introduced 650 kids to the wonders of the Detroit River, putting poles in their hands, teaching them to fish and enjoy the unique environment around them. We also held rain barrel workshops, teaching 60 homeowners how to keep polluted storm water runoff out of the river.

We hosted 12,000 seniors as they got active with the DMC River Walkers and our Live the Riverfront Wellness series featuring T'ai Chi, Fit Park Boot Camp and Moonlight Yoga classes.

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SUPPORT THE DRFC 2018 ANNUAL FUND TODAY
Visit www.detroitriverfront.org/supportprograms to support our summer programs.

On the Dequindre Cut our Campbell Terrace Performance Series welcomed music lovers with the sounds of fantastic Detroit artists. Just down the Cut, the Freight Yard offered a lively new place to gather with neighbors on weekends. We even had a night of camping on the Cut!

Detroit RiverFront Conservancy programming takes place in our beautiful, safe public spaces and engages more than 300,000 people annually, but we rely upon your generous support to make these memorable opportunities possible.

Please give a gift to support our programs and public spaces and then join us to see the impact of your generosity and make some memories of your own with our fall programming which continues through October. Visit us online and follow us on social media to keep up with all the fun things happening on your Detroit riverfront!

Sincerely,

Rachel M.B. Frierson
 Director of Programming
 Detroit RiverFront Conservancy



P.S. We would love to include you at our donor Ice Cream Happy Hour with Mark Wallace at Cullen Plaza on September 21 from 4-6 pm. Make your gift of \$100 or more and opt in to our email list today to qualify!

