

# MAKE A SPLASH

Art Martello  
Magical Entertainer  
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Anywhere Library  
Cathy Jones, librarian  
40 Elm Street  
Anywhere NY 55555

Dear Cathy,

Summer will be here very soon and I am sure you want to once again provide a fun and exciting program for the children eager to visit your library this summer. As with last year, budgets are tight and funds are stretched. Everyone is feeling the pinch. But in hard economic times, *more* people depend on the library as their entertainment resource. They look forward to borrowing books and DVDs that in other years they might have bought, and they come to see good, free programs.

High quality programs such as mine will keep them coming back. Believe me, I know library patrons. In addition to performing magic for 36 years, I have been an educator and educational administrator for more than 40 years.



As with with last year, summer is a bit leaner than recent years. That's why I am not raising my fee again. I am offering you **Water Magic**, my full, regular 45-minute show, brand new for 2010, for the same price that I offered to you last year. \$225.

As you know from my show last year, I love libraries, and I live to help children discover books. If I come to more libraries this summer, then more children will check out books and children will read more. If I can get to more libraries by lowering my fee, then I'll feel better about reaching those children.

It's that simple. This offer is not for everyone. I am trying to stay within my local library area. Bookings are contingent upon openings in my schedule. Please give me a call or email as quickly as possible so that we can book a date.

I really do hope to see you this summer. Together we can bring more readers into the library.

Your magical entertainer,

*Art Martello*

**More information at:**  
[www.catskillmagic.com](http://www.catskillmagic.com)  
[www.arthurmartello.com](http://www.arthurmartello.com)

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