

ELASTIC CITY

Dear <<First Name>>,

What a year! Our fourth year of walks will conclude this week and before I tell you how the fifth is shaping up, I want to tell you about what we've accomplished together since Elastic City started walking in 2010.

We have presented walks and ways by 62 artists, resulting in 86 newly commissioned works, directly serving over 1500 participants in 48 New York neighborhoods and in 10 countries. We have partnered with 32 organizations and have taken an estimated 4,800,000 footsteps together in an effort to experience ourselves, each other and a given space from a new perspective.

In its fifth year, Elastic City will walk in an exciting new direction. In addition to walks commissioned by other institutions and an ongoing series of ways, we plan to present around the same number of walks/ways as we did in 2013 and we will add a series of conversations on the participatory walk. The model that will best serve 2014 will be a festival. **Imagine two weeks of walks and talks throughout the city, and to boot, it will all be free!** This will facilitate commissioning artists in all stages of their careers and also remove costly barriers that may keep potential participants from attending walks.

So, this is the plan. We're still shaping it, and well, we need your help!

We have a donor who will match the first \$5,000 that we raise for our end-of-year campaign. If we can raise \$15,000 by the end of the year (one-third of our budget), we will be in good shape, as our primary goals are to substantially increase attendance for those in underserved communities and to significantly raise the stipends that we pay to the artists who work with us.

I hope you'll consider a gift to help us make the dream of a free participatory walk festival a reality.

You can donate here: <http://www.elastic-city.org/donate>

All gifts are tax-deductible. Please let me know if you have any questions or thoughts on any of this.

Thanks for supporting Elastic City!!

Love,
Todd

P.S. I hope to see you on Saturday, November 16th at MoMA for the walks I'm leading throughout and outside of the Magritte exhibition. Info here: <http://www.elastic-city.org/walks/pipe-dream>

Todd Shalom
Director/Founder
[Elastic City](#)



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