

ELASTIC CITY

Dear <<First Name>>,

I am excited to announce the first-ever fundraising campaign for Elastic City.

As we near the end of our second season, 30 artists will have given over 100 walks incorporating many artistic genres, such as poetry, sound art, photography, performance art and urban design. As you know, during these performative walks, a participant may, for example, listen to the ambient sounds of their environment with specific foci; distribute simple lines of poetry to passersby on the street; and/or create an ensemble with participants to play the city's architectural features like a graphic musical score. I work with each artist to adapt their expertise from their primary genre into the walk format.

We've received wonderful press from *The New Yorker*, *The Economist*, *The New York Times* and WNYC and have produced walks in partnership with Brooklyn Botanic Garden, NY Art Book Fair, Pratt Institute, Residency Unlimited, Urban Design Week, Brooklyn Flea, Open House NY and Art in Odd Places, amongst others.

Now, Elastic City is currently transitioning to a non-profit corporation and expects to have 501c3 status by summer 2012. In the meantime, we are creating a Kickstarter campaign to raise money to fund the 2012 season of Elastic City. Through Kickstarter, a company that organizes pledges for projects, we hope to raise \$25,000 by November 11.

Please visit our Kickstarter page where you can watch give my schpiel and learn more about this very exciting campaign:

<http://www.kickstarter.com/projects/637319734/elastic-city-2012-season-of-artist-led-walks>

I would love to count on your support and thank you again for your consideration. Please do not hesitate to contact me with any questions or thoughts you may have.

Love,
Todd

Todd Shalom
Founder/Director
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