

July 18, 2011

Dear Students, Parents and Friends:

Every year, *Cypress Lake High School Center for the Arts* produces a very unique “Playbill” publication which we call, “SHOWTIME!”. The great works of *Center for the Arts* students is marketed to the public, and the audiences get larger every year. For the fifth year in a row, we have earned the honor of being an ***Arts Achieve Model School***, continuing to promote the *Center for the Arts* as one of the finest high school arts institutions in Florida. With over 50 performance and gallery events and a growing student body, it is critical that we bring the public more information about our school and its programs. To meet this need, we will again be producing a playbill publication focused on the 2011-2012 arts season. We would like to invite you to play a role in helping to secure the future of our school through this promotional tool.

The *Center for the Arts* will be producing a playbill size program that will include advertising space for businesses and/or patrons to purchase. There will be 10,000 copies of the playbill printed, distributed at all performances and gallery events from September through May. The playbill will consist of a color cover and black/white glossy pages for the interior. Each department of the Center will have a dedicated section and additional information about their program and its history. Samples of last year’s playbill are available so you can see the professional level that we are striving for in our product.

We hope you will ask friends and business associates to consider purchasing an ad in our playbill publication. All proceeds will be used to support each individual department at the *Center for the Arts*. **We encourage you to act early in order to secure premium placement in this very important project.** If you have any questions, additional fundraising ideas or would like to volunteer, please feel free to speak with any one of the arts teachers.

Thank you for your continued support of arts education.

The Faculty, Staff and Students,
Center for the Arts @ Cypress Lake High School