



*Your gift will be matched and
DOUBLED this season with the
"FRIENDS Challenge Grant."*

Dear FRIENDS Member:

Ten years ago, the Blue Ridge Parkway had 240 permanent positions to manage the 469-mile-long scenic drive. Today, continued budget cuts to the nation's most visited park have reduced the staff to only 170, leaving a third of the maintenance department unstaffed.

Yet, the work has not diminished at all.

With only 10 permanent interpretive rangers hired to service the 14 visitor centers along the Parkway, park managers will need \$600,000 to hire seasonal employees just to keep those facilities open this spring.

To address this overwhelming financial need of the Blue Ridge Parkway, members of FRIENDS Board of Directors are ACTING!

FRIENDS Board Members have individually donated \$ 7,500 in the last two weeks and are challenging our membership to collectively match that amount between today and December 31.

With your help and that of your fellow FRIENDS members, we'll provide FRIENDS' 2012 Annual Giving Campaign a \$15,000 boost to start the new year.

The fall season on the Parkway has come and gone, and snow has already fallen at higher elevations. Smaller ponds are freezing over, and the park is hunkering down for the cold months ahead. But FRIENDS' stewardship continues through the winter, and the support of FRIENDS members makes that possible.

Your help is critical to meet the \$7,500 Board Challenge. Make your donation today. **Your gift will be doubled by FRIENDS Board Members to work twice as hard at preserving one of the most beautiful and treasured landscapes on earth.**

You've demonstrated your commitment to our park in the past and we are grateful for your support. At this extremely critical time in the history of our Blue Ridge Parkway, we are asking for your support again.

Please respond with as much as you can give before January 1.

Thank you for your Blue Ridge Parkway support,

President, FRIENDS Board of Directors

P.S. Any gift will help. Your donation, from \$5 to \$500, is greatly appreciated. But please ACT TODAY!

As special thanks for your donation of \$500 or more, we would like to offer you an incredible photograph by Nye Simmons, a value up to \$350 based on your donation! Please see the back of this sheet.



Yes! I will help meet the Board Challenge Grant. Together we will help the Blue Ridge Parkway!

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Please enclose your check or charge this donation to my credit card: VISA MasterCard Discover

Account Number: _____

Expiration Date: _____

Signature: _____

Please help FRIENDS go "green" by providing your email address. We do not share or exchange email addresses.

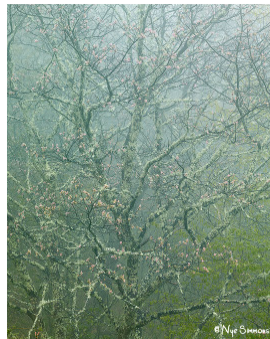
Telephone Number: _____

Email Address: _____

LIMITED EDITION PHOTOGRAPHS



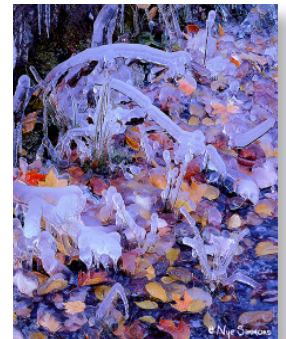
1.



2.



3.



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5.



6.



7.

For \$1,000 or more, receive a 20" x 24" photo which retails for \$350.

For \$500 to \$999, receive a 16" x 20" photo which retails for \$200.

Make your selection from one of the images above. Place the number of the photo here: _____

With your qualifying donation, these limited edition photos are personally provided by the photographer, Nye Simmons. Allow 3-4 weeks delivery.