



On the road to reading excellence

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Grand Strand supports our stars of tomorrow

Fundraising! Fundraising! Fundraising! That's what it's all about these days! In these days of change that are upon us, the children need us now more than ever.

Along the coast, we are beefing up the opportunities to be seen and heard. The Grand Strand is always host to a new event, as is the Chamber of Commerce. Limos For Learning joined the Myrtle Beach Area Chamber of Commerce and partnered with the Leadership Grand Strand Class in the Fall for a nonprofit expo. This was our opportunity to let the future leaders of this area know who we are and what we do. Because of L4L, it is the children in this community who participate and succeed when excited about learning. They are destined to be our next leaders in the days ahead.

We also held a Hot Dog Sale in front of the Bi Lo At The Beach in Surfside. We raised over \$100 in a few short hours! Mr. Carl was a fabulous chef and host to those who weathered the cold to come shopping. It looks like we'll do this again in the spring.

And of course, Santa knows only too well the children that become better readers, so we decided to make an appearance at the Christmas Towne Festival on the Myrtle Beach Convention Center grounds. With over 10,000 attendees, the response was overwhelming. With the L4L banner hanging high, the graduates and future graduates recognized our booth right away! Little hands led pleased parents to us to show off their reading program. The parents and teachers we met could only rave about the success of the program, the progress their child made, and the pride of their 'celebrity' riding in a limo for the very first time. Miss Betsy made pictures with our graduates and bragged on their accomplishments, while Kim, Carl, Elaine, and Lindsay doled out the goodies and the donation request forms. It was a team effort on a very chilly winter night. Just ask Lindsay's toes! Now with a new year and a new president who believes in community participation, L4L will take on the challenge of finding new volunteers and new



Volunteers Kimberly Dahlin, (Horry/Georgetown project coordinator), Carl Barker, Betsy Ross, Lindsay Ross and Elaine Lawson greet young readers and community supporters at the Christmas Towne Festival in Myrtle Beach.

sponsors. To date, we have partnered with the Carolina Opry to sell season passes, are planning more Hot Dog Sales, and will be creating a new nonprofit day with United Way, the Horry/Georgetown Homebuilders Association, the Market Commons and the Myrtle Beach Area Chamber of Commerce. Additionally, we have been nominated for an ICE award (Impeccable Customer Experience), will partner with Century 21 Broadhurst at the Business & Restaurant Expo and Can Am Days Festival.

We have a lot to do....and we need YOU! First and foremost we need donations and sponsorships. Do you or your company believe that success comes from setting goals, working hard to achieve your dreams, and believing that accomplishments lead to big rewards in the future? We do and we want you to lead a team of young people by giving from your heart and volunteering your time. Imagine the difference you can make!

Give the gift of potential ~

"The success and elation of the hundreds of children we see jumping in and out of Limos on Rewards Days is enough to warm anyone's heart. To know first hand how hard they worked to attain their goals in reading is inspiring. To see the celebrities, local community, and businesses encouraging the children during a program is highly contagious..."

Donating to the program that makes it all happen - PRICE-LESS!"

- Eric Harkins & the entire staff of IMPDI Worldwide