

February 22, 2015

NAME
Company

Dear (Sir/Ma'am),

On **April 26, Sunday**, the Firefly Brigade, a non-government organization that promotes the use of the bicycle for clean air and sustainable communities, is holding its first ever bike festival called **Summer Cycling Convergence: Festival of Fireflies**. We wish for you to be one of our first partners in this important endeavor.

The project intends to bring together all stakeholders and advocates of using the bicycle for clean air and sustainable communities at the **Quezon Memorial Circle**, so that they can be inspired by one another's triumphs in cycling advocacy, the thriving bike culture showcased in the event, and the sheer volume of people on bicycles expected to come together on this day. The Firefly Brigade will be working closely with the city governments of Metro Manila, through our partner the Department of Interior and Local Government (DILG), in strategically promoting bicycle use through synchronized or connected bicycle caravans and exhibits on the event day, and in the development of local legislations, programs and policies after the event day, as part of our continuing advocacy work.

We see **Summer Cycling Convergence: Festival of Fireflies** as a development of our flagship event—the **Tour of the Fireflies**. For 15 years, the Firefly Brigade has been organizing the *Tour of the Fireflies* in partnership with the public and private sector to promote cycling as an alternative means of transportation. The *Tour* is a festive event participated in by people of all ages and from all walks of life riding different sorts of bicycles--with some even donning costumes. In recent years, about 10,000 to 14,000 people on bicycles (MMDA estimates) participate in this fun advocacy ride. We wish for **Summer Cycling Convergence: Festival of Fireflies** to have the same festive spirit. If fireflies have fled our cities because of air pollution, we seriously intend to bring them back!

If you are going to be part of **Summer Cycling Convergence: Festival of Fireflies**, we will provide you with opportunities to promote, exhibit and/or sell your products at the festival while at the same time contribute to the work of promoting the bicycle for more livable communities. Attached herewith is an **Exhibitors' Proposal Form**. Kindly fill it out and return it to us by **March 5**. Should you have any questions, kindly e-mail admin@fireflybrigade.org or call Carol, our corporate secretary and festival coordinator, at 726-8219 / 0915-813-3473.

Also, please find attached more details about **Summer Cycling Convergence: Festival of Fireflies** and a video of the *Tour of the Fireflies* for your viewing pleasure. We look forward to a fruitful partnership.

Sincerely,



JOSEPH VIRGINO



The Firefly Brigade

Promoting the Bicycle
for Clean Air and
Sustainable Cities

Katti Sta. Ana
President

Eric Bergara
Vice President

Carol Gaw
Corporate Secretary

Volt Lim
Treasurer

Rino Avila
Education and
Research Officer

Brian Sison
Advocacy and
Campaigns Officer

Ramon Navarrete
Rides Officer

Jack Yabut
Production Officer

Ramon Fernan III
Pio Fortuno, Jr.
Tina De la Cruz
Firefly Council