

SAMPLE FOR CITY USE – ON YOUR LETTERHEAD

January_____,2014

«FirstName» «LastName», «JobTitle»
«Company»
«Address1»
«City», «State» «PostalCode»

Dear «FirstName»:

As a member of the South Bay Cities Council of Governments (SBCCOG), I am personally inviting you to join me for a unique and special event.

The SBCCOG will be holding its 15th Annual General Assembly on **Friday, February 28, 2014** at the Juanita Millender-McDonald Community Center in the Civic Center complex of the City of Carson. This is our one meeting of the year that all mayors and city council members, city staff and the community from our 16 member cities and our county representatives are urged to attend. The event is free and is scheduled from **8:45 am to 2:00 pm** and includes a luncheon. All that is required to attend is to RSVP at www.southbaycities.org

This year’s program is titled **“Why Must We Care? The Cost of Environmental Changes to the South Bay”**. From unusual cold to high temperatures, from tsunamis to tornadoes, fire to drought, our weather-related events are becoming more extreme. Whether you are a climate change believer or denier, being a good steward of our environment makes sense and our actions must address the changes that we see. This year’s General Assembly will look at how the South Bay will be affected by the increasing costs of scarce resources, what it will mean to our economy and even to our health. Please see the attached flyer for the confirmed line-up of expert speakers.

Because the program is so full, we have invited our state and federal legislators to have tables in the exhibit area and to be on hand between 8:45 and 9:45 am to talk one on one with attendees. Additionally, exhibits from our cities and our sponsors will be on display.

Once again, please know that there is no charge for the event, but your RSVP is required so that we can be sure to accommodate everyone. Registration is on line @ www.southbaycities.org

As a community leader, I hope you will set aside the time to attend. I look forward to seeing you on **February 28**.

Sincerely,

Enclosure