



AFRICAN AMERICAN
MUSEUM



June 22, 2004

Ms. Mary Johnson
Imagine the Impossible
PO Box 192094
Dallas, TX 75219

Dear Ms. Johnson:

The African American Museum truly appreciated your participation in the 19th Texas Black Invitational Rodeo, held this year, Memorial Day weekend, Saturday, May 29, 2004 by your purchase of your ad in our Souvenir Program Booklet, and for allowing your young dance group to perform. It brought a different kind of entertainment to our Rodeo.

The Rodeo has consistently been one of the Museum's primary public relations and fund raising endeavors in the Dallas/Fort Worth metroplex, and this year was no exception. We draw 300 African American cowboys and cowgirls from all across the United States and almost 7,000 spectators annually.

The Souvenir Program is always a prime vehicle to communicate any marketing message directly to a diverse group of individuals who make buying decisions. I have enclosed your complimentary copy from this year's event.

Once again, thank you for your participation in this year's Rodeo, and we hope that we can call upon you next year.

Sincerely,

Harry Robinson, Jr.
President/CEO

Enclosure