

200 South Street, P.O. Box 914  
Morristown, NJ 07963-0914

Timothy Dougherty, Mayor  
Tel.: (973) 292-6629

December 1, 2011

Dear Business Community Leader:


Please join me in supporting **First Night® Morris County** on its **20<sup>th</sup> anniversary** as we ring in the year 2012. First Night® Morris County began in 1992 and is now the largest First Night in New Jersey, welcoming over 5,000 participants each year. As a not-for-profit, non-alcoholic celebration of arts and culture, First Night® Morris County features nearly 80 performances throughout the night, which take place in venues around the Morristown Green. The event provides **great exposure** to the businesses in downtown Morristown and provides a perfect opportunity to showcase all that our great town has to offer.

Support from Morristown business community leaders like you is crucial to the success of this organization, so please recognize First Night's contribution to the Town's economic prosperity by giving back, whether it is through direct contributions, volunteering, or simply attending. Another way you can help is by leaving your window lights on for New Year's Eve; this creates a wonderful atmosphere for attendees while attracting attention to your business.

For more information on how to support First Night® Morris County, visit [FirstNightMorris.com](http://FirstNightMorris.com) or contact Mr. Michael L. Schmidt, Chairman, at 973-292-0384.

Best wishes for a Healthy and Happy Holiday Season.

Warmest regards,



Timothy P. Dougherty