

VPBSFELTR824

FIRE EMERGENCY FUND
 Your membership gift today helps Valley PBS recover and rebuild after the June Complex Lightning Strike

<FULL NAME>
RE: FIRE EMERGENCY UPDATE. YOUR SUPPORT EQUALS RECOVERY. PLEASE TAKE ACTION TODAY.

Mr. John Q. Sample
 Allegiance Fundraising
 36 Cordage Park Circle, Suite 225
 Plymouth, MA 02360-7320

Did you know that a lightning strike triggered a fire that spread to Bear Mountain, wiped out Valley PBS’s transmitter, and damaged our building, tower, and antennas?

As you can see from the photos, this is devastating. We cannot broadcast the programs our viewers count on without this essential equipment.

Through a series of workarounds, we’re back on the air partially, and we’re doing all we can to restore full over-the-air services as soon as possible. But the cost of replacing our transmitter is daunting and unexpected.

Here’s how you can help.

Join Valley PBS today with a membership gift of \$40, \$60, \$75, or \$120. You’ll help Valley PBS rebuild stronger than ever AND directly fund your favorite programs on Valley PBS.

Join with a contribution of \$60 or more, and you’ll get access to Valley PBS Passport, a members-only, video-on-demand library that contains hundreds of your favorite public television programs.

We need the support of all our neighbors, so please don’t delay. Send your contribution now while you are thinking of it.

We had already planned to invite you to become a member of Valley PBS because we believe you appreciate trusted news, engaging documentaries, and artistic performances. And of course you want our children to have an educational experience that is free of commercials and violence.

(over, please)



1544 Van Ness Avenue • Fresno, CA 93721 • (559) 266-1800 • (800) 801-6500 • www.valleypbs.org

Yes! I want to help Valley PBS recover from the June Complex Lightning Strike fire and invest in excellent and commercial-free programs created exclusively for the Central Valley. Enclosed is my membership gift of:

\$40 \$60* \$75 \$120 Your Choice \$ _____

**Passport level. See back for details*

Your contribution is tax deductible to the full extent of the law.

Give online at valleypbs.org/tower

Check enclosed (payable to Valley PBS).

Please charge my gift to:

MasterCard VISA Discover AMEX

Source Code Affil Code Account ID
 Mr. John Q. Sample
 Allegiance Fundraising
 36 Cordage Park Circle, Suite 225
 Plymouth, MA 02360-7320



Card Number _____ Exp. Date _____

Signature _____

Email (Required for Valley PBS Passport) _____



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BACK FOR ALL ACQ

When the fire knocked us off the air, we knew the impact it would have on our community. That's why we're committed to restoring full service as soon as possible.

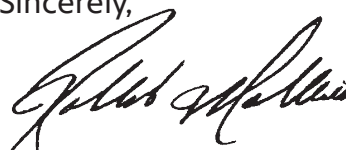
Maybe you know an elderly neighbor who enjoys **Antiques Roadshow** or a nearby high school student who never misses **NOVA** and might become a local science or math teacher. Or perhaps it's important to you that the Central Valley's children always have a source of values-rich, lesson-based programming.

Not only will you help us rebuild, but we'll turn your investment into exploration, adventure, drama, music, ideas, and information for everyone. So please give whatever you feel Valley PBS is worth to you and our community, and help us get back to full strength.

Remember that over 80% of the dollars it takes to purchase and broadcast the programs that you love are raised right here in the Central Valley, and know that 100% of your donation will stay right here at Valley PBS.

With so much at stake, we must be successful. With your help we will. Please know that your gift right now has never been more important. Thank you.

Sincerely,



Robert Mollison
CEO and Proud Valley PBS Member

P.S. Please take a moment to send your tax-deductible gift to Valley PBS today. Your donation will make a real difference in our ability to rebuild after the June Complex Lightning Strike fire. It will also ensure that everyone around you can discover something new on Valley PBS each day. In doing so, you will make the Valley a richer community

Valley PBS | Passport

By donating \$60 or more today, you will have access to Valley PBS Passport, an online video on-demand library containing hundreds of hours of quality public television programming, including such favorites as *Masterpiece*, *NOVA*, and *Antiques Road Show*. If you are new to Passport, log-in detail will be emailed to you once we receive your membership gift so please be sure to provide us with a valid email address.



**ANTIQUES
ROADSHOW**