

THIRTEEN

825 Eighth Avenue
New York, NY 10019-7435

Member & Viewer Relations
212.560.2888
membership@thirteen.org

BROOKLYN BEST



It's time the world saw the real Brooklyn. The Brooklyn we know and love.

January 12, 2016

Basic Jan16 AF Appeal / BC version
16-13-074
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Dear Basic Jan16 AF Appeal / BC version,

They say the streets of America are paved with gold. But I'm convinced the streets of Brooklyn are paved with stories.

As the son of a proud born-and-bred Brooklynite, one of my favorite memories was hearing my mother reminisce about growing up in the "borough of Kings." Whether you come from Bed-Stuy or Bay Ridge, Crown Heights or Carroll Gardens, if you lived or live in Brooklyn, I'm sure you also have stories you love to share about this incredible slice of the city.

To celebrate everything that Brooklyn means - the memories it stirs - the diversity it offers - and how it's grown and evolved, we are embarking on the development of a brand-new documentary: *Brooklyn Best*. Featuring interviews and photos from current and past Brooklyn residents, this film will be a touching love letter from devoted Brooklynites to their borough home.

Help write this love letter, by supporting *Brooklyn Best*.

If you, like me, have Brooklyn in your soul, then I hope you'll help me to honor it properly. Let's make sure the world sees the real Brooklyn, by making *Brooklyn Best* happen.

Your donation today of \$G1___, \$G2___, or \$G3___ will help get the cameras rolling. And your gift is tax-deductible.

A true New York documentary.

What will make *Brooklyn Best* really unique will be our on-the-street focus. We'll be in the neighborhoods you love and on the stoops where neighbors gather. You'll visit the pizza joints, the bakeries, and the delis. The local parks. The ball fields. The corners where the locals hang out.

(over, please)

You'll meet the people who live there now - and who lived there back in the day. The long-timers and the newcomers. The first, second and third generations, as well as recent immigrants. You'll hear the stories that sum up one of the most visited, talked about and culturally rich and diverse places in America.

You'll see archival film footage too - as well as historic professional photos and even snapshots contributed by people like you. You'll recognize the Brooklyn you know well, and see the Brooklyn you haven't yet explored. All wrapped up in one splendid film tribute.

Let's do this together. Let's get **Brooklyn Best** rolling now.

If you believe, as I do, that it's time we made this well-deserved homage to Brooklyn, then help us get it going with a donation to **Brooklyn Best** today.

Simply send your gift with the completed reply form in the postage-paid envelope provided. Or deliver it securely online at thirteen.org/BBFund.

Thank you,

A handwritten signature in black ink, appearing to read "Neal Shapiro", with a long horizontal flourish extending to the right.

Neal Shapiro
President & CEO

P.S. Have a Brooklyn story you like to tell? Share it with us now at thirteen.org/brooklyn-best.