



# HEARTLAND WALK FOR WARMTH

February 20, 2009 · Heartland of America Park  
Register at [www.heartlandwalkforwarmth.org](http://www.heartlandwalkforwarmth.org)

**Walk Organizers:**

January 14, 2009

*Omaha Mayor*

*Mike Fahey*

*American Red Cross,*

*Heartland Chapter*

*Black Hills Energy Corp.*

*Cox Communications*

*Metropolitan*

*Utilities District*

*NewsRadio 1110 KFAB*

*Omaha Public*

*Power District*

*Pinnacle Bank*

*The Salvation Army*

*United Way*

*of the Midlands*

Dear Community Partner:

Thank you for your organization's interest in the Second Annual Heartland Walk for Warmth, Friday, February 20, 2009, at the Heartland of America Park. Enclosed you will find communication materials to help promote the walk to your employees and encourage them to register for the event. Feel free to adapt materials to fit your organization's needs. We do ask that you not modify the Heartland Walk for Warmth logo.

To register on-line, go to the walk website at <http://www.heartlandwalkforwarmth.org>. The site also has a link to download the form for those who want to print and mail their registration. The fee is \$20 per person. Children under 18 are free when accompanied by a paying adult.

Your organization may subsidize a portion or all of your employees' fees. We can provide you with a code that they can enter on their registration forms and we will bill your organization for the appropriate amount. *Please note:* If your organization is a sponsor of the event, you may be eligible for a number of "free" walker registrations according to your sponsorship level. **For more information or to set up a code, please e-mail Angela Siebert at [aasiebert@oppd.com](mailto:aasiebert@oppd.com) or call 636.3058.**

We hope your organization will join us for the second annual walk and help us surpass last year's event, which drew 700 participants and raised \$30,000 for local energy assistance programs. Within the past year, the programs helped 2,565 households in the metro area. Unfortunately, as generous as our community is, there is still a need. The continued funding of these programs is critical as requests continue to increase due to unexpected illness, lost jobs and difficult economic times.

Again, thank you and good luck with your recruiting efforts!

Sincerely,

Angela Siebert

Heartland Walk for Warmth Committee