



**JUNIOR LEAGUE OF  
ROCHESTER**

*Women building better communities®*

110 Linden Oaks, Suite A

Rochester, NY 14625-288

585.385.8590

Fax 585.385.1873

[jlroch@frontiernet.net](mailto:jlroch@frontiernet.net)

[www.jlroch.org](http://www.jlroch.org)

Dear Vendor,

On Saturday, October 18 & Sunday, October 19, 2008, the Junior League of Rochester (JLR) will hold its 1<sup>st</sup> Annual Holiday Market. This event will provide you with an excellent opportunity to showcase your wares prior to the busy holiday shopping season for the greater metropolitan Rochester area, home to over 1,000,000 people. The JLR would like to invite you to reserve your booth at the inauguration of our new **Holiday Market** to “cut the ribbon” at this kick-off event.

We are thrilled to be hosting our **Holiday Market** at the Fair & Expo Center, which is easily accessible to routes I-90 and I-390. The Fair & Expo Center is the choice event location in Rochester due in part to having plentiful free parking and to making the vendor move in/out process easy through the use of multiple ground level bays. Here, the **Holiday Market** will be a great “shopportunity” for the Rochester community. We have the resources of over 100 Junior League members contributing to the success of our show. This fabulous shopping extravaganza will have extensive media coverage before and during the **Holiday Market** through television, radio, newspaper, and signage at outlets throughout the Rochester metropolitan area. You can expect a first rate event with a large public attendance ensuring that each vendor will want to make the **Holiday Market** an annual showcase event.

The Junior League of Rochester was founded in 1933 and since then, has contributed over two million volunteer hours and in excess of \$1.5 million dollars to more than 200 community organizations in the Rochester area. With monies raised, the JLR has developed or created many well-known organizations such as the Sojourner House Employment & Computer Training Project, Gilda’s Club Noogieland Family Program, American Red Cross Blood Mobile and the CAP Book (Children Awaiting Parents). Our current focus, Girls Rock!, is our newest project that will positively impact the lives of girls, grades 7-12, through innovative programs focusing on self-esteem, nutrition, leadership, and mentoring.

This year we celebrate 75 years of service to the Rochester community and we welcome you to join us through your participation in the **Holiday Market**. Enclosed is our vendor application. Please submit a \$50.00 non-refundable deposit with your application to reserve your booth. It is possible for this event to over book. In the circumstance that we are unable to accommodate your reservation, we will return your deposit in full. Should you have any questions or need additional information, we can be reached at 585-385-8590 ext 6 or by e-mail at [juniorleagueholidaymarket@gmail.com](mailto:juniorleagueholidaymarket@gmail.com). Thank you for your consideration, and we look forward to working with you this year.

Kind Regards,

Karin Stuart  
JLR Holiday Market Committee

Stacey Thompson  
JLR Holiday Market Committee