

July 9, 2007

Dear Friends of the River:

Land-of-Sky Regional Council has hosted the "Mayor's Cup" Raft Race over the years. This event has proven to be an exciting and friendly competition among our Region's elected officials. This year's event is proudly sponsored by Pepsi and renamed the **Pepsi "Mayors Cup" Raft Race** hosted by Land-of-Sky Regional Council!

Last year the **Town of Black Mountain** was victorious. This could be your year to win — so gather up your team. All equipment (rafts, paddles, life jackets) will be provided. There is no entry fee, but employee bonuses for taking county or city officials' places in the raft are allowed (if done discretely). Please, in the interest of fairness and good-natured fun and limit your public safety employees to two people per raft.

The date for the **Pepsi "Mayor's Cup" Raft Race** has been set for Sunday, **August 19th** with a start time of 3:30 p.m. at the French Broad River Park on Amboy Road in Asheville. **Please plan to arrive by no later than 3:15pm.** The purpose of the **Pepsi "Mayors Cup" Raft Race** is to acknowledge the importance of the French Broad River to the four-county region as a cultural, economic, natural and recreational resource.

All preparations are well underway for this celebration but we need your support. Your teams will make the **Pepsi "Mayor's Cup" Raft Race** another successful event on our beautiful French Broad River.

Should you require further information, please call Land-of-Sky Regional Council at 251-6622 and speak with Maggie MacCormack.

Sincerely,



Joe McKinney, Executive Director  
Enclosures (2)



We hope that you will join us for the fun and excitement—it is a great way to demonstrate your civic pride while acknowledging the importance of the French Broad River to this region as a cultural, economic, natural, and recreational resource. Our goal for 2007 is to have at least ten teams participating in the race. Start forming your teams today!

**To Register for the *Pepsi “Mayor’s Cup” Raft Race:***

Complete the enclosed registration form and return it via mail, fax or e-mail to Maggie MacCormack by Wednesday, August 15, 2007.

**Mail to:**

***Pepsi “Mayor’s Cup” Raft Race***  
Land-of-Sky Regional Council  
25 Heritage Drive  
Asheville, NC 28806

**Fax to:** (828) 251-6353

**Email to:** [maggie@landofsky.org](mailto:maggie@landofsky.org)

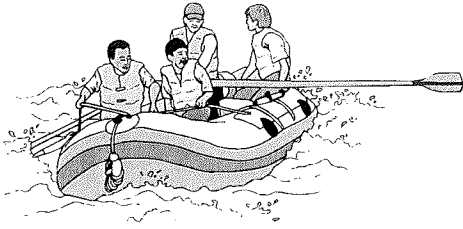
Please be sure to give us your crew’s home or cell phone numbers in the event that the race is cancelled due to inclement weather or adverse water conditions.

**Race Details:** Race day is **Sunday, August 19th** with a **start time** of 3:30 p.m. **Teams should arrive at the park no later than 3:15 pm.** Teams may be composed of elected officials or a mixture of elected officials and staff, but no more than two public safety staff. All equipment (rafts, paddles, life jackets) is provided. Safety personnel will be on the scene in case of any mishap. There is no entry fee.

Captains and crews will meet at the French Broad River Park on Amboy Road in Asheville. The teams will sprint approximately 100 yards to the finish line at the park. The presentation of the ***Pepsi “Mayor’s Cup”*** and ribbons will follow shortly after the completion of the race.

Questions: Call Maggie at 251-6622

**PEPSI "MAYOR'S CUP" RAFT RACE**  
**Sunday, August 19, 2007**  
**3:30 PM**  
**French Broad River Park**  
**Asheville, NC**



REPRESENTING

(City/County): \_\_\_\_\_

"CAPTAIN"

(Mayor/Commissioner): \_\_\_\_\_

Telephone #

\_\_\_\_\_

(Home/Cell)

\_\_\_\_\_

(Work)

**"CREW" MEMBERS (City/County Officials): Telephone #**

(1) \_\_\_\_\_ (Work) \_\_\_\_\_ (Home/cell) \_\_\_\_\_

(2) \_\_\_\_\_ (Work) \_\_\_\_\_ (Home/cell) \_\_\_\_\_

(3) \_\_\_\_\_ (Work) \_\_\_\_\_ (Home/cell) \_\_\_\_\_

(4) \_\_\_\_\_ (Work) \_\_\_\_\_ (Home/cell) \_\_\_\_\_

(5) \_\_\_\_\_ (Work) \_\_\_\_\_ (Home/cell) \_\_\_\_\_

**All Teams need to be at French Broad River Park by 3:15 PM**  
**Please no more than two (2) public safety employees per raft.**