

Make A Difference!
Save Our
Seniors...



Dear Friends,

Make A Difference and Save the Seniors of Meals on Wheels of Norman...Adopt A Route!

Benefit your business and get the most from your advertising dollar with the 2010 Adopt A Route campaign.

Show your home-town commitment to the Norman Community by Adopting a Meals on Wheels delivery route. Meals on Wheels has been in Norman for nearly 40 years and has been the charity of choice for many companies, **Just Like You!**

Maximize Your Advertising Dollars... Let Us Do the Work!

- **Bus Advertising**
- **Print Advertising**
- **Electronic and Social Media Exposure**
- **Meals on Wheels Fundraiser benefits**
- **Daily Exposure of Your Company's Name to 150 volunteers and 300 clients**
- **Company's Name and logo printed on specialty promotional item**
- **Potential Message Frequency - approx. 50,000+** (On average, your logo and company name will be seen over 50,000 times!)

Save Our Seniors... Here's the Need!

- *Hunger is a serious threat facing millions of seniors in the United States*
- *An astonishing 11.4% (5 million) seniors in America are facing the threat of hunger*
- *Hunger or risk of hunger plays a significant factor in the health of an individual. Many of our clients are sacrificing food in order to purchase needed medications.*
- *A senior suffering hunger is more likely to have the "physical" age of that of a healthy individual more than 14 years older.*
- *By the year 2025, it is reported that 75% more seniors in the U.S. will experience some form of food insecurity and 33% more will suffer hunger.*

The Meals on Wheels Adopt A Route campaign is a great way to show your compassion for Norman's "Greatest Generation", the ill, disabled, and elderly and help your business gain outstanding exposure! The Meals on Wheels staff will be contacting you to further discuss this unique opportunity. Thank you for all you do for the Norman Community!

Sincerely,

A handwritten signature in blue ink that reads "David Joplin".

David Joplin
Adopt A Route Chair
Meals on Wheels of Norman Board of Directors