



11/08/10

Mickael Elliot
Co-creator/Editor
Born Ugly Magazine
2110 Floyd Ave #2
Richmond, VA 23220

Dear Mr. Elliot,

As I am sure you will agree, nothing has kept the spirit of skateboarding alive more than local skate shops. I am writing to you on behalf of Jolly Roger Skateboards. Jolly Roger is a skater owned and operated skateboard shop located in Belleville, Ill. It is their mission to provide our community and fellow skaters with a place to call home. A home of not simply skateboard goods and merchandise, but a home for all new-comers to skating and skate veterans alike to fill their hands with quality products, fill their ears with recommendations and suggestions from people who live and breathe the sport and finally fill their hearts with a sincere and positive experience each and every time they enter our doors.

Jolly Roger has had their hand in every skateboarding related contest, event and fundraiser in its surrounding community over the past 10 years. The cities most recent fundraiser was sponsored by the shop and successfully rose over \$1000 dollars in donations. All donations went directly to the expansion and further construction of its neighboring St. Louis community's one and only Do-It-Yourself skate park under the Kingshighway Bridge. The park is one hundred percent built by local skateboarders, including members of the Jolly Roger skate team. As you can see Jolly Roger Skateboards is in fact more than just a skate shop, but a true contributor to the heart and soul of skateboarding. I will be following up with you soon to discuss your interest in a story regarding Jolly Roger Skateboards and all it has done for its community and skateboarding itself. Thank you very much for your time and consideration.

Sincerely,

Danny Blaies
Public Relations Student
Department of Speech Communication
Southern Illinois University Edwardsville