



**"PRESERVING THE BEST OF OUR
PAST AS WE BUILD FOR THE
FUTURE"**

Dear Friend of the Wildwoods Doo Wop Preservation League:

Whaddayaknow, Daddy-O: It is our 15th year and we are still growing!

The Doo Wop Preservation League's continuing work can't help getting great coverage, in newspapers as close as Atlantic City and as far away as Sydney, Australia. Not to mention Philadelphia, Los Angeles, and Washington, D.C. In 2010, thanks to Doo Wop and the fascination that the media and public have for mid-century architecture and life-style:

- ✓ You saw our resort on DVD's and *PBS, Time Magazine, the NY Times, Philadelphia media, and Canadian Broadcasting.*
- ✓ Both *Forbes* and *AOL* selected the Wildwoods By-the-Sea as top, must see, American experiences.
- ✓ We are also marketing more new Doo Wop and Wildwood books which you can find in the Doo Wop on-line store, and WIBBAGE FM, the "Official Voice of Doo Wop" takes our message far and wide.

We continue to promote our plastic palm trees and neon, because Doo Wop is all that and a whole lot more. The Wildwoods, in the form of our Doo Wop District, have been recommended for *National Register of Historic Places* status and our Website has been viewed by a record breaking **292,868 visitors** with **7,962,057 hits in 2010**. Your League is working to turn this growing national interest in life-style and heritage tourism into new business and more visitors for our resort and your properties.

And there is more!! The League has again been recognized for offering the top bus tour in Southern NJ, and for being the top heritage destination in New Jersey. This means your pinwheel buildings, exuberant neon and kitschy streetscapes are, more than ever, an exciting success and serious business. The world, yes, the world, has taken notice of the Wildwoods By-the-Sea as a unique American Original.



We have brought back many of the multi-generation vacationers who are again aware of our great culture and attractions. We have also brought an entirely new market from farther away who are now coming to see the largest concentration of mid-century architecture that our visitors have decided are special.

(OVER)

The Byrne Fund sponsored *Doo Wop Experience* museum had thousands of visitors in 2010 and we hope to build a European marketing program to bring Doo Wop to another market that loves the mid-century period in America that we celebrate. The same Europeans who pack South Beach each year are a prime market for Doo Wop and the Wildwoods. ***But, Daddy-O, we need your help.***

We need your ideas, your opinions, and your check if we hope to keep our neon glow alive in the changing face of the Wildwoods. We also hope you will contact the League and volunteer for one of our committees.

We are enclosing a list of membership benefits ***and a membership application with promises of all sorts of neat Doo Wop stuff*** depending upon your level of commitment.

And, ***NEW THIS YEAR***, every business or higher level contributor donating \$150 or more gets a FREE link to their Website from www.doowopusa.org and, the option of a HALF PRICE Doo Wop Website banner advertisement and link to drive some of the 292,868 Doo Wop web visitors to your Website. This membership benefit alone ***will directly return the amount of your donation many times over with additional sales at your motel, restaurant or other business*** while, at the same time, continuing the Wildwoods By-the-Sea Renaissance. Talk about a win-win proposal!!

This new promotion tool provides economical exposure to literally thousands of visitors to the Doo Wop Website every day including:

NEW BANNER AD: *A full color banner ad for only \$300 on the Member page.*

NEW BANNER AD: *A full color rotating "Feature Banner" ad on the home page for \$600 per year.*

PLEASE NOTE: *There is a \$100 additional charge paid to the Webmaster for design of new banner ads for the member page and home page listings. There is NO EXTRA CHARGE if you already have a banner ad of the proper size, 350 x 75 pixels, that can be used on the Doo Wop Website.*

NEW DISCOUNT: *We are a membership organization. We exist only for the success of our members and the Wildwoods so all members contributing \$150 or more will receive a 50% DISCOUNT on the banner ad,...AND contributions at the \$1,000 Jetson level get a FREE "Feature Banner" ad.*

So, PLEASE join us. Send your check today in the enclosed envelope and keep Doo Wop alive and growing. All contributions are appreciated and, because we are a 501(c)(3) organization, they may also be tax deductible.

Sincerely,

Mary Fox, MAI
Membership Co-Chair

Rick Rock, WIBBAGE
Membership Co-Chair