

EASTER SEAL SOCIETY

FOR CRIPPLED CHILDREN & ADULTS
OF MASSACHUSETTS, INC.

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Marblehead

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February, 1976

A Letter to Mayors and Boards of Selectmen:

As you are aware, Coffee Day is an integral part of the Easter Seal Society's annual campaign activities.

This year, Coffee Day for crippled children will be held beginning on Monday, March 1 through Friday, March 12.

Purpose of this event is to develop broad public support for Easter Seal programs for crippled children and adults. These include camping and recreation programs, rehabilitative services and improved housing, transportation and education for the physically disabled of all ages.

In order to make this a most successful event, scores of volunteers - housewives, policemen, firemen, bankers, sports personalities and many others - have been recruited to work on this special event.

A suggested Coffee Day declaration is enclosed. I hope you will support this event personally and urge your community to do the same by sharing the declaration with your local newspaper and radio station. Simply localize the release or send a copy of your declaration to the local media.

From all the crippled children who will benefit from Coffee Day '76, "thank you."

Sincerely,



Jessie and Francis W. Sargent
1976 Co-chairpersons

Massachusetts Easter Seal Campaign

State Headquarters
37 Harvard Street
Worcester 01608
757-2756

Regional
Service Offices
14 Somerset Street
Boston 02108
227-9605

30 Highland Street
Worcester 01608
757-2891

145 State Street
Springfield 01103
732-2548

855 Church Street
New Bedford 02745
998-3536

26 Chestnut Street
Andover 01810
475-1477

FROM
Donald L. Consolmagno
Director of Communications
Easter Seal Society
37 Harvard Street
Worcester, Massachusetts 01608
Telephone: (617) 757-2756

FOR IMMEDIATE RELEASE

ALFRED E. VELLUCCI, MAYOR OF CAMBRIDGE today
(Name of Chairman of Selectmen or Mayor)

PRECLAIMED
~~declared~~ Friday, March 12 as Coffee Day for crippled children and
their Easter Seal campaign in CAMBRIDGE .
(Name of Community)

Beginning on Monday, March 1, thousands of small red and white buttons will go on sale for one dollar each in local restaurants, coffee shops, banks and other business establishments in neighborhoods across Massachusetts.

Then on Coffee Day, customers who display their buttons may drink free coffee in any of the participating eating establishments.

Last year, the Massachusetts Easter Seal Society provided more than 19,000 treatment services to nearly 4,800 disabled children and adults in the state. Services included occupational, speech and physical rehabilitation and camping and recreation for disabled children and adults, and programs to improve housing, transportation and education for the handicapped as well as an advocacy project for children. Services are available through Easter Seal regional offices in Andover, Boston, New Bedford, Springfield and Worcester.

(MORE)



City of Cambridge

2.
IN CITY COUNCIL
March 1, 1976

Mayor Vellucci

WHEREAS:

Cambridge residents always respond generously to the needs of crippled children and adults, and

WHEREAS:

The needs of the physically disabled increase each year, and

WHEREAS:

The Easter Seal Society strives to meet these growing and changing needs through its many services,

NOW, THEREFORE, I Alfred E. Vellucci, Mayor of the City of Cambridge, hereby proclaim Friday, March 12, 1976 as "Coffee Day" for crippled children and urge everyone in Cambridge to support Easter Seal services.

City Council

Adopted by the affirmative vote

of 9 members

March 1, 1976
Paul E. Walsh
CITY CLERK

Order #2

S-81

M. Vellucci re: "Coffee Day" for crippled
children.

In City Council,
March 1, 1976

3/1/76

MV
/A