

Burson-Marsteller

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CAMBRIDGE MA.

April 19, 1990

The Honorable City Council
c/o The City Clerk
795 Massachusetts Avenue
Cambridge, MA 02139

Dear Sir or Madam:

Perrier would like to hold a special event to celebrate the reintroduction of Perrier in the Boston area at Harvard Square on Tuesday, May 15. The event would be part of a day's worth of celebrations, entitled "Perrier Day," in which free samples of Perrier would be distributed to passersby in the Boston area.

The event can be held in the morning (7:00-9:00 a.m.), lunchtime (11:30 a.m. - 2:30 p.m. -- including one hour for set up, breakdown and clean up) or early evening (5:00-7:00 p.m.). The lunchtime event requires more space and features the "Perrier Cafe" -- consisting of three, small round tables, topped with a Perrier umbrella, with two chairs at each table. Just nearby, a musical quartet will play light jazz or classical music. A small cart stocked with bottles of Perrier completes the grouping.

The small cart stocked with Perrier will be available for the morning and early evening events. In addition, a concertina may provide European musical ambience. At all events, there will be a crew of six people for set up, distribution and clean up.

"Perrier Day" will create a festive, yet relaxing atmosphere at Harvard Square, giving people a pleasant diversion from their normal daily activities and bringing a little bit of France to Cambridge.

Please let me know if such an event is possible at Harvard Square on Tuesday, May 15. We are really excited about this event and look forward to hearing from you soon.

Sincerely,

Susan Mauriello
Susan Mauriello

cc: DCesa
DGuadalupe

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Comm. from Susan Mauriello, Burson-Marsteller,
requesting permission to hold a "Perrier Day"
in the Harvard Square area on Tuesday, May 15,
1990 from 7:00 A. M. to 7:00 P. M.

In City Council,

April 30, 1990

*Referred to City
Manager with
reservation
Copies sent to City Manager
5/2/90 (de)*