

Dear Bill,

With summer slipping away and the new school year fast approaching, this is the ideal time to introduce ourselves to you. We are a new **'after school'** program that's expanding into your area. Our programs are specially designed to stimulate the individual child's growing interest in the world around them. Some of the fun programs on offer include Yoga, Music, Studio Art, Sports, Fencing, Languages, Debating and a whole lot more. **Educators** trust our programs because all our sessions use internationally recognized methods to introduce, practice and refine mental and gross motor skills. Each program reinforces the benefits of teamwork, leadership and skills development. **Parents** love our programs because they provide a safe and stimulating atmosphere, which in turn allows their children to develop the confidence, social and physical skills needed to succeed in life. And of course, busy parents will appreciate the fact that they can leave their child in a safe, healthy and nurturing environment before or after school hours!

We work closely with you to tailor your requirements in terms of location, hours (before or after school) and activities.

We'd like to invite you to visit our site at [\(link\)](#). We'll be happy to answer any questions you may have and can be reached via phone: 123 456 7890 or email: [info@abcdefg.com](mailto:info@abcdefg.com)

We look forward to hearing from you.