



# Justin Sheftel *Memorial Fund*

www.justinsheftel.com

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*Dear (Salutation)*

June 2019 will mark the fifteenth anniversary of the passing of our son, Justin Sheftel, who was killed in a tragic accident in Ocean City, MD during senior week. Out of this tragedy grew the annual Justin Sheftel Memorial Softball Tournament, which was started by a group of Justin's friends as an incredible and meaningful way to honor his life. It was an amazing display of courage and love, and over the years it has grown into a significant community event that everyone looks forward to throughout the year. This could not have been accomplished without all the support from our family, friends, volunteers and our sponsors.

This year the tournament will be held on June 15<sup>th</sup>, an important date for us to celebrate and to honor Justin. To acknowledge this special year any **new donations for 2019 or additional dollars over 2018 levels will be matched by an anonymous donor**. We have been able to grow over the years with the Softball Tournament providing funds that enable us to give back to the community. We continue to have an impact on local nonprofits and to deliver a message against underage drinking and drinking while driving. The Justin Sheftel Memorial Fund has awarded twenty-four scholarships to deserving Parkland High School students as well as supporting nonprofits throughout the community that are aligned with our Mission Statement. This year we are expanding our scholarships to include Allen and Dieruff High School seniors. **To date we have given away a total of \$450,000.**

We are excited to announce that **St. Luke's University Health Network** will be returning as our presenting sponsor and former Phillies HOF'er pitcher Steve Carlton will be joining us for the day. Steve, with a number of local well known coaches and local players will be participating in a Sports Clinic for the middle and high school athletes. We are also planning a VIP reception for the Friday night prior to the tournament (for more information see the sponsor info sheet). The tournament promises to be an event filled with fun, food, softball and activities for all ages.

This year's tournament will be held on **Saturday, June 15th**, (rain date Sunday, June 16<sup>th</sup>) at the Lehigh County Athletic Fields. We have 20 teams competing and over 800 people in attendance. **We hope you will consider a sponsorship so we can continue to expand our support to the community and continue honoring Justin.**

Enclosed with this letter is information on sponsorship opportunities, non-profits we support and the scholarship winners. For more information, you can, like us on Facebook or visit us at **www.justinsheftel.com**.

Thank you so much for your consideration and we hope you **will join us on June 15<sup>th</sup>!**

Linda and Elliot Sheftel

## MISSION STATEMENT

To celebrate Justin by providing athletic and educational opportunities for underserved youth in the greater Lehigh Valley.

