

Body Styles by Mel
135 Industry Lane
Forest Hill, MD 21050



October, 2007

Dear Fellow Local Business Owner,

The Journey
Board of Directors

Melvin K. Royster,
Owner,
Body Styles by Mel

Kim Royster,
Owner,
Triad Wellness
Center

William Ackerman, III,
Personal Training
Director,
Body Styles by Mel

Deborah Limpert,
Asst. Manager,
Group Fitness Instructor
Body Styles by Mel

Personal
Training Team

Melvin K. Royster

Kim Royster

William Ackerman, III

Steven Jarowski

Laurie Colquitt

Erin Detwiler

Zane Prevost

At Body Styles by Mel, we pride ourselves on helping people make fitness their lifestyle. We are delighted to offer you the opportunity to be part of an event that will have a great impact on the spirit of our community. Commitment and dedication to our community is the hallmark of good business. We have decided to give back in the best way we possibly can. In January, we are going to take 7 members of our local community on a fitness Journey that will change their lives forever.

The Journey will be a life changing experience for not only the 7 participants selected, but everyone in the community as we chronicle the journey they embark on for 12 weeks. Essentially, participants will be challenged for 3 months to commit to a rigorous exercise regimen, establish and monitor healthy nutritional habits and ultimately, conquer what has held them back from a healthy lifestyle in the past. These 7 participants will be offered this opportunity **free of charge**.

In addition to 7 participants benefiting from The Journey, we are including 7 local charities in those that will benefit. Each participant will represent one of 7 local charities. Donations can be made by local businesses and members of the community to benefit those charities during the Journey.

We will begin accepting applications for The Journey on October 7, 2007 and close the application window on December 7, 2007. Applications will be reviewed by a committee and the applicants will be notified of their acceptance by mid-December. The Journey will begin on January 7, 2008.

As a local business member, we are certain you would like to give back to the community as well, and be part of this positive, fun and challenging team effort. We are open to many sponsorship options which may include one of the following:

- ✓ Restaurants may offer healthy dinner nights for participants, or partner with culinary experts in healthy food preparation
- ✓ Day Spas and Salons may offer a complete make-over for participants
- ✓ Retail/Apparel Stores may offer before and after outfits and fitness apparel for participants
- ✓ Grocery Stores may offer produce discounts or gift certificates
- ✓ Book Stores may offer gift certificates or books on nutrition, exercise, etc.
- ✓ Monetary contributions will be accepted for prizes awarded to participants

Our goal is to bring together the local business community in a fun and inspiring event. This is an exciting time at Body Styles by Mel and we hope you choose to be part of our Journey team! Please contact me at 410-838-1444 to become part of our team today!

Warmest Regards,

Melvin K. Royster,
Owner, Body Styles by Mel