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President
CHRISTOPHER FLYNN

31 MILK STREET, SUITE 518

BOSTON, MASSACHUSETTS 02109

(617) 542-3085

FAX: (617) 542-3505

Email: mafood@mafood.com

September 14, 2020

Dear Industry Colleague,

Please plan to join us for a special industry event as the Massachusetts Food Association hosts its 114th Annual Meeting and the 30th Annual Hall of Fame Award Ceremony on Tuesday, November 10, 2020. As with almost every aspect of life, the COVID virus is forcing us to change the format for this year's Annual Meeting. It will be a virtual event but still an important one for our industry. You will receive a link to access the Annual Meeting video on November 10 and be able to join at your convenience.

When the COVID pandemic emerged as the great threat to everyone's health and safety, the food industry marshalled to meet the needs of each community across the country. Though the challenges were many and at times seemed insurmountable, the brave men and women of our industry found a way to deliver for the public. To acknowledge their bravery and dedication, the MFA Executive Committee determined that The Food Industry Front-Line Heroes will be honored collectively and receive this year's MFA Hall of Fame Award.

Please join us in commemorating all the food industry heroes by participating in the souvenir tribute video which replaces the traditional tribute journal and will be premiered at the virtual Annual Meeting. Your tribute honoring an individual or group from your company or community will be included with other submissions to ensure food industry front-line workers are acknowledged and demonstrate the varied contributions made by these heroes. Your one-page tribute may include pictures and should be submitted in JPG format. The video will be premiered at the Annual Meeting with the link provided so it can be shared and viewed at a later date.

Kindly take a few moments to complete the attached contract and reserve your place in the tribute video today. You may purchase a Gold, Silver or Bronze spot in the tribute video. Since the Annual Meeting is virtual you are asked to support the event at the same level as you have so generously in the past by including the funds previously allocated for associates to attend. If you wish to contribute but are unable to do so at the Gold, Silver or Bronze level, you will be listed on the Supporters page.

Your support will enhance the work of the Massachusetts Food Association whose goal and objective is to preserve and advance our industry. The submission deadline is Friday, October 9, 2020. If you have any questions, please call the MFA office at 617-542-3085 or send an email to mafood@mafood.com. Information will also be available on our website, www.mafood.com.

Your participation in the tribute video as well as your virtual attendance with friends and colleagues at the Massachusetts Food Association Annual Meeting will allow us to bestow on our worthy recipients the recognition they richly deserve.

Thank you in advance for your support.

Christine Curtis

Christine Curtis
C&S Wholesale Grocers

Michael Gold

Michael Gold
Big Y Foods

Rick Roche

Rick Roche
Roche Bros. Supermarkets

