



Dear Friend,

Cheza Inc., a registered 501(3c)*, is an organization dedicated to improving the health in our community by increasing exercise, reducing diabetes and heart disease through movement and dance.

From September 22, 2017 through September 24, 2017, J&J Soulfulesteps Soul Linedancing, in partnership with Cheza, Inc., will be hosting our annual Cali Jam Soul Line Dance Weekend Extravaganza at the LAX Hyatt Regency Hotel. The Cali Jam will bring together line dancers from all over the United States for an all weekend California soul/urban line dance event!

Cali Jam 2017 will host over 600 dancers and include dance workshops, a beach party, vendor booths, a Meet & Greet Party, and the Grand Gala Ball. Over 80% of our dancers will be women, ranging in age from 30 through 62. Cali Jam is designed to promote health in a fun and exciting way, while enjoying the camaraderie of dancing. According to the Journal of American Health, dancing for one hour burns 350 - 400 calories. This aids in the fight against diabetes and hypertension, both leading causes of morbidity and mortality in our country.

Cheza, Inc. will be awarding several **THELMA J RICE** book scholarships for students pursuing degrees in health, education and technology. To date, over \$13,000 in scholarships have been awarded to 15 different students. Cheza has a scholarship goal in 2017 of \$10,000, and your assistance in helping us attain our goal would be greatly appreciated. By providing a donation or taking an ad in the program book, you not only participate in improving the health of Cali Jam attendees but also allow us to help deserving students further their educational goals.

Payment for all ads placed in the souvenir/program book should be made out to Cheza Inc. in order to qualify as a tax deductible contribution

Deadline for payment and placement of ads in the souvenir book is **August 15, 2017**.

We recognize that you receive many requests for support. We want to thank you in advance for your time and support.

Sincerely,

James and Jackie Rice
Co-Directors

*EIN 46-3060056

3717 S. Norton Ave., Los Angeles, CA 90018 - Phone: 310.629.2097
www.jandj-soulfulsteps.com

CaliJam 2017 Souvenir/Program Book Ad

FULL PAGE AD - \$175 (inside/outside cover \$250)

Half Page Ad (\$100)

1/4 Page Ad (\$50)

1/8 Page Ad or Business Card (\$25)

Make Checks Payable to CHEZA, INC.
Mail payments to:
James Rice
3717 South Norton Avenue
Los Angeles, CA 90018

Patrons (\$10) will have names listed on patrons page