



June 1, 2011

To whom it may concern,

Ed Taylor was the Santa in the Ashland Chamber of Commerce Festival of Light Parades for several years. Each year, the Chamber sponsors the parade to kick off the holiday season the day after Thanksgiving.

Following the parade Santa presides at the Grand Illumination, turning on the 1 million lights throughout our downtown. He and Mrs. Claus greet children in Santa's Workshop after the parade for more than two hours. Ed not only served as the Parade Santa but also as Santa in the post parade workshop.

Each Saturday between Thanksgiving and Christmas, Ed volunteered as Santa for the Chamber's Free Photos with Santa program. Photographer Graham Lewis reports shooting more than 1,000 pictures each year of Santa with children and sometimes with their pets! Ed became Santa when he donned his custom-made Santa suit. Santa Ed had a way of making a resistant child want to talk to Santa as he was warm, friendly and welcoming. Many parents and grandparents said that Ed was the most realistic Santa they had ever seen.

Our event is one of community. Each year, businesses and community members volunteer their time because they believe that the holidays should create a magical experience for all. Ed has been one of those community members who believed in the greater good and, as our Santa is unpaid, generously volunteered his time to make the celebration one that many children will remember fondly for a lifetime.

Ed enjoys the job of being Santa and will make your visitors believe he really is!

Sincerely,

A handwritten signature in black ink that reads "Sandra Slattery". The signature is fluid and cursive, written over a light blue horizontal line.

Sandra Slattery  
Executive Director  
Ashland Chamber of Commerce

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