

The Urban Coalition

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CHAIRMAN: John W. Gardner

CO-CHAIRMEN: Andrew Heiskell / A. Philip Randolph

April 9, 1969

The Honorable Ivan Allen, Jr.
Mayor of the City of Atlanta
City Hall
Atlanta, Georgia 30303

Dear Ivan:

I am enclosing for your information the First Annual Report of the Urban Coalition. If you would like additional copies please do not hesitate to ask.

I also am enclosing the proposed design of a major advertising campaign which we are now discussing with the Advertising Council. The campaign's purpose is to sustain the momentum of last year's campaign on "Crisis in our Cities" and would result in over \$20 million of contributed advertising space. Before proceeding further with detailed discussions, we wish to alert you to our intentions. We would appreciate receiving any comments and suggestions you may have on the matter.

Sincerely,

Peter Libassi
Executive Vice President

cc: Mr. Dan Sweat