

March 11, 1965

Mr. Edgar J. Forio  
The Coca-Cola Company  
310 North Avenue, N. W.  
Atlanta, Georgia

Dear Mr. Forio:

Since the meeting on February 15th of the Stadium Dedication Committee, I would like to bring you up to date on several thoughts we have had as well as the action we have taken.

1. On March 2nd Ivan extended an invitation to the President of the United States and a copy of that letter is attached. Attached also is copy of response just received.
2. I am also enclosing a copy of a letter from George Heery offering his idea about public relations planning.
3. We are working very closely with the Sports Committee of the Atlanta Chamber in welcoming the Braves on April 9th and I think this will prove to be a valuable experience in the planning for July 29th. I am enclosing a copy of the correspondence with Jack Williams.
4. Regarding the publicity for the actual dedication, I would suggest that after the opening game on April 9th we call a meeting with George Goodwin of Bell and Stanton, Ernie Johnson of the Braves, the public relation representative from Heery and Heery and your Committee. The by-laws of the Atlanta Advertising Club prevent them from assuming the over-all responsibility for a project such as this. However, from our experience with the Bond Issue, I believe they would be delighted to serve in an advisory capacity.

Sincerely,

Ann Drummond  
Executive Secretary

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