



In Flanders Field, Robert Vonnoh, c. 1892

July 15
2011

Dear Friend:

I hope that you have had a chance to see the new LED lighting that we've begun to install in the galleries of The Butler Institute. The new lights are revealing colors and details in our American masterpieces that one visitor called "a treat for the eyes". Since the new LED's are so efficient, we are already noticing a drop in our electric bills. And since they give off no heat, we are no longer taxing our air conditioning system. Another benefit of the new lighting is that it gives off no harmful UV rays that can damage delicate works of art. What's more is that they will last upwards of twenty years, so we needn't worry about replacing bulbs every four months as we do with our traditional lighting. Thanks to you and so many other generous people, we have completed roughly one half of the LED lighting replacement project. As you know, this new technology is fantastic, but it is also very expensive. Thus we are hoping that you will once again consider helping the Butler to complete this important effort. Given what we know about the new lighting, your gift will keep giving for years to come.

It is our hope that you will consider supporting the final phase of this transition to the new lighting. Any contribution to this important project is so very much appreciated.

Sincerely,

Lou Zona, Director
The Butler Institute of American Art

P.S. Please stop by the Butler when you can to see the dramatic difference in those galleries where the lighting has been installed. As one of our volunteers observed, **"it's like seeing the collection for the first time"**!

The Butler Institute of American Art

524 Wick Avenue, Youngstown, Ohio 44502

2011 ANNUAL GIVING FUND

YES, I WISH TO HELP THE BUTLER INSTITUTE WITH MY
ENCLOSED TAX DEDUCTIBLE DONATION OF:

- \$50.00 \$100.00 \$250.00 \$500.00
 \$1000.00 \$2500.00 \$5000.00 OTHER _____

Please make your checks payable to The BIAA
and return it with this slip in the enclosed envelope. Your gift is tax deductible.

(I understand this is NOT a membership)

Please charge my donation to the following
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Account # _____

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