



**“I certainly consider a great appreciation of art to be the best indication of a most perfect mind...” - Leon Battista Alberti, renowned Renaissance artist.**

Dear Friend,

When the same cultural gathering occurs every year for 62 years in a row, there is no doubt that this gathering is a tradition with deep roots in the community for which it is organized.

On June 9-10, 2012, New York branch of the Armenian Students’ Association will hold the 62<sup>nd</sup> Annual Artists’ Ball at ACA Art Gallery, located at 529 West 20<sup>th</sup> Street in Chelsea, Manhattan. The Artists’ Ball is a celebration of Armenian art, artists, community and culture. It is an event that draws nearly 300 art enthusiasts to a Manhattan art gallery every year.

The art world is quite competitive, especially in the multi-cultural melting pot of Manhattan. For the up-and-coming Armenian artists the New York ASA Artists’ Ball is a unique – and for some, perhaps the only – opportunity to showcase their work in a professional Chelsea gallery.

Please support our efforts so that we can continue promoting the Armenian arts to New York City in the present and future, just like we have done for over six decades.

Kindly fill out the attached form to indicate your donation. Also, please note that 100% of your donations are used for the preparation and planning of the event, in the form of gallery rental, event setup, reception, marketing/advertising and publication materials. The New York ASA is a completely voluntary organization and is proud to have an army of “perfect minds” who work with us to make every year’s exhibit a success.

For more information on the exhibit, please refer to our web site:  
<http://www.asainc.org/newyork/artistsball/>

Thank you,  
Executive Committee  
New York ASA

P.S. – Even if you are unable to donate at this time, please remember that your presence at the exhibit is the best gift for us.