

June 20, 2010

Dear Friend,

The New York Armenian Students' Association is proud to present the 61st Annual Artists' Ball on the weekend of Saturday, September 25 and Sunday, September 26, 2010. Spanning over six decades, the Artists' Ball provides artists of Armenian descent the opportunity to exhibit their artwork in a professional show. This year's event will be held as a two-day exhibit at Ico Gallery Chelsea in Manhattan.

The New York ASA is a cultural organization that keeps New York's Armenian community vibrant through its wide array of lectures and social gatherings. In addition to organizing a successful Artists' Ball exhibit in 2009, the New York ASA organized or co-organized the following events over the past year:

- October 15, 2009: **"Children of Armenia" by Michael Bobelian.** Presentation by Michael Bobelian of his book tracing the history and events of the aftermath of the Armenian Genocide.
- November 25, 2009: **Thanksgiving Eve Party and Fundraiser.** Armenian party at Columbus 72, co-organized with several Armenian young professional organizations in New York City.
- January 21, 2010: **"How Did I Survive?" by Dr. Aleksandr V. Gevorkyan.** Presentation by Dr. Gevorkyan of the translation of his grandfather's memoirs on his life in the Soviet Union.
- February 4, 2010: **"In the Architecture of Bone" by Alan Semerdjian.** Presentation by Alan Semerdjian of his new book of short stories and poems.
- March 11, 2010: **Ice Skating in Central Park.** Social event held in Central Park's Wollman Rink.
- April 8, 2010: **Viewing of "Screamers."** A viewing of the film featuring the band System of a Down and its efforts to create a political movement for Armenian Genocide recognition.
- April 15, 2010: **"Testimonials to Tragedy: Artifacts, Memoirs and Remembrance."** Panel discussion analyzing and depicting the Armenian Genocide, featuring Professor Peter Balakian, fictional author Nancy Kricorian, Mariam Stepanian of ALMA and Ruth Thomasian of Project SAVE.
- April 22, 2010: **Calamity of April 24: Readings from Armenian Authors Deported from Constantinople on April 24, 1915."** Readings by young Armenian professionals of excerpts from Armenian authors deported at the start of the Armenian Genocide.

Each year, financial assistance by New York ASA patrons and sponsors helps to make the Artists' Ball and the ASA's other organized events well-attended and successful, while insuring the events' viability for the future. Once again this year, the New York ASA would like to ask for your generous support in the form of a tax-deductible contribution (please see the attached sheet for more information).

In addition, a portion of your contribution would be applied to the National ASA's college scholarship fund, which grants thousands of dollars in scholarships to Armenians from around the world studying in the United States. For your generosity, the New York ASA will happily acknowledge your donation in the Artists' Ball booklet, which will display your name and/or promote your business.

The New York ASA greatly appreciates your consideration. As always, if you have any questions or comments, please email us at asa@asainc.org. Thank you in advance for your support.

Sincerely,

Executive Committee
New York Armenian Students' Association