



November 17, 2017

1100 N. Glebe Rd., Suite 1500
Arlington, VA 22201 USA

Chairperson Dolores Grenier
US FreedomWalk Festival Club, Inc.
PO Box 17208
Arlington, VA 22216 USA

Dear Ms. Grenier,

On behalf of the Arlington Convention and Visitors Service, I'm writing to express enthusiastic support for the American Volksports Association (AVA) proposal for the 17th IVV Olympiad, 2021.

This would be the first time for AVA to host such an event, and it would also be the first time it would take place in the United States, or in North or South America. This event is an excellent fit for Arlington which has, of course, been home to your US FreedomWalk Festival for several years. Collaborating with local organizations like WalkArlington, BikeArlington and other non-profits, the Olympiad, 2021 would likely be of great interest to our community. Additionally, Arlington's affinity for fitness activities and its international perspective on the edge of the nation's capital, make it an especially appealing place for visitors from around the world.

We believe that this event is consistent with our economic-development goal of attracting more visitors to Arlington, thereby increasing overnight hotel stays, as well as spending at local restaurants, stores and other hospitality-related businesses. With potentially 5,000 international and national participants, and as many as 1,000 local attendees, this is an event we are very happy to support.

Sincerely,

A handwritten signature in black ink that reads "Emily Cassell". The signature is fluid and cursive, written in a professional style.

Emily Cassell
Director, Arlington Convention and Visitors Service
Arlington Economic Development