



Celebrating Immigrant Heritage, Contributions, and Diversity

Thomas M. Menino
Mayor of Boston

September, 2007

Dear Friend:

The diversity of Boston is the strength of our city. Corporations and individuals have made invaluable and innumerable contributions in promoting and embracing Boston's rich diversity and facilitating New Bostonians' full participation in the life of the City. Mayor Thomas M. Menino and Mrs. Angela Menino will honor the contributions of these corporations and individuals with the **"We Are Boston" Leadership Awards at the Boston Convention and Exhibition Center on Monday, November 19, 2007, 6:00 PM.** The "We Are Boston" event is a celebration of Boston's rich Immigrant Heritage, Contributions, and Diversity. I am writing to ask for your assistance in **identifying qualified candidates for consideration in several award categories.**

Last year, **nine hundred** friends and supporters gathered for a fun-filled evening of cultural celebration, and an inspiring program recognizing the dreams, drive and contributions of the immigrant and diverse communities in the City of Boston and across the Commonwealth. The event was the first of its kind in celebrating Boston's rich cultural diversity. The highlight of the event was the **presentation of the "2006 New Bostonian Leadership Award" to Senator Edward M. Kennedy,** recognizing his tireless and lifetime advocacy on behalf of immigrants and families.

It is my great pleasure to announce that **David Ortiz, "Big Papi" from the Boston Red Sox,** will be the recipient of this year's **We Are Boston Leadership Award.** Not only is Mr. Ortiz a positive role model for the youth in the City, he has also been a strong advocate and contributes tirelessly, through his personal time and resources, to the diverse communities in the City.

In addition to recognizing Mr. Ortiz for his many contributions, we also look forward to honoring contributions in **three other leadership categories.** It is in this effort that I am asking for your help. The award categories and their criteria are listed below. I hope you will **nominate outstanding candidates in one or all of the categories:**

We-Are-Boston Corporate Leadership Award

A corporation that demonstrates consistent commitment in:

- Promoting diversity internally, through its recruitment and retention policies, supporting and providing opportunities for its diverse staff to grow and achieve success at all levels
- Developing a diverse base of supplier relationships and or other partners
- Developing and promoting products/programs that are accessible to diverse communities
- Track record of promoting and supporting Boston's multicultural richness, and empowering New Bostonian communities.
- Can accept the Award in person at the "We Are Boston" 2007 Award Celebration on November 19, 2007

We-Are-Boston Community Leadership Award

An individual who:

- Demonstrates commitment and works effectively to promote and embrace Boston's multicultural richness and empower New Bostonians to fully participate in the economic, social, civic and cultural life of Boston
- Inspires cultural pride, empowers his/her community and promotes cross cultural understanding/collaboration in the city
- Is recognized as a leader and contributor in his or her field of expertise
- Can accept the Award in person at the "We Are Boston" 2007 Awards Celebration on November 19, 2007.

We-Are-Boston Youth Leadership Award

A New Bostonian resident or individual whose parents are immigrants, under 21 years of age who:

- Translates the perseverance, courage and idealism of New Bostonians into action
- Has made significant contributions to empower his/her community
- Has demonstrated cultural pride and promoted cross- cultural understanding/collaboration
- Is a recognized as an inspiration to his or her peers
- Can accept the Award in person at the "We Are Boston" 2007 Award Celebration on November 19, 2007.

A nomination form is enclosed. Please take a few moments to recommend deserving nominees, and to circulate this form among your colleagues. We appreciate your help in highlighting the outstanding individuals and corporations to be honored and making the occasion that much more memorable.

We thank you in advance for your time, and look forward to receiving the **nominations by no later than 5pm, September 30, 2007** and seeing you at "We Are Boston" 2007 on Monday, November 19, 2007.

With Warm Regards,

Rev. Cheng Imm Tan
Director, Mayor's Office
Of New Bostonians

Kevin Johnson
Co-Chair Awards
Committee

Stefan Kochi
Co-Chair Awards
Committee



Thomas M. Menino
Mayor of Boston

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