

RICK ELLIOTT

PRESIDENT, ELLIOTT BEACH RENTALS

Sunday afternoon

Dear friends,

As you are aware our community witnessed a great tragedy last week with the loss and damage of hundreds of homes to fire. While we have witnessed far-away news coverage of this kind of disaster, the losses from these fires hit very close to home for all of us.

Many families have lost everything: all of their worldly possessions. While insurance will eventually repay them for their financial damages, some of their losses can never be regained. And the stress and strain of rebuilding their lives will be immense.

Fortunately, we live in the kind of wonderful community where **neighbors believe in helping neighbors.** Many of us in the hospitality industry, of course, immediately stepped forward to provide emergency accommodations for these displaced families.

But we quickly discovered that lodging was just the beginning: These families also need food, clothing, transportation, housewares, personal items, school supplies, computers... the list goes on and on. So we extended our efforts beyond just providing emergency accommodations.

A number of businesses, individuals, groups and organizations have now stepped forward as a part of this relief effort... and I want to let you know a few of the many ways you can help:

-- For many, the easiest way to help is simply to make a **financial donation.** If you are able to contribute financially, you can mail a donation to American Red Cross, 2795 Pampas Dr., Myrtle Beach, SC 29577; or, to make a **donation by credit card** or debit card, please call the local Red Cross office at or locally at (843) 477-0020.

--The Horry County Fire Relief Fund to support ongoing American Red Cross efforts has been opened at First Federal Bank. You may **contribute** by visiting any First Federal office or giving an online donation at www.firstfederal.com.

--Businesses able to **donate food** for evacuees or firefighters, should contact the South Carolina Disaster Relief Association at (803) 319-0385.

--Local Kroger stores will be accepting **donations such as food, beverages, and clothing,** as well as financial donations for the relief effort.

(over, please)

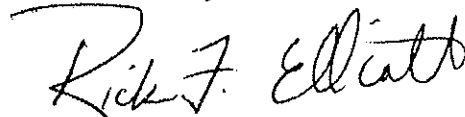
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--Active Day Medical Adult Day Center, 3901 N. Kings Highway, Myrtle Beach, is serving as a **drop-off location for clothing, toiletries and nonperishable food items** for the displaced families in the area. **Donations of items** can also be made to Horry County Emergency Management at (843) 915-5150. Please call before delivering any items.

I encourage you to join in lending a hand to our neighbors in need by making your most generous donation. Any contribution - large or small - will make a difference and be deeply appreciated.

Thank you for your kind consideration of this request.

Sincerely,

A handwritten signature in black ink that reads "Rick F. Elliott". The signature is written in a cursive style with a large initial "R" and "E".

Rick Elliott
Elliott Beach Rentals

p.s. -- We have also established this special website: www.myrtlebeachfirerelief.org where you can find more complete and update information on ongoing relief efforts.

Again, we offer a heartfelt thanks to each and every individual, business, group or organization which has offered a **helping hand to your neighbors during this time of crisis**. You are the ones who make our community a great place to live, work and grow.