

March 7, 2015

To Whom It May Concern,

We are eager to help you bring in more customers!

According to the American Foundation of the Blind, in 2013, the State of North Carolina had an estimated 250,000 visually impaired or blind citizens. As you may know, the primary reading medium for this population is the use of Braille. As a result, the North Carolina Association of Blind Students (NCABS) wishes to promote and connect restaurants around our state so that visually impaired and blind consumers can partake of the great food options available from the mountains to the coast.

We aim to do this by creating a special initiative called the Braille Menu Accessibility Program or BMAP for short. We hope this new program will map the way for blind consumers to find your restaurant. In order to do this, we'd like to: 1) Braille your menu for a nominal fee of \$30.00, 2) place your restaurant's name in a directory that will be widely distributed and featured on our web site, and 3) provide you with a sign that indicates your restaurant has Braille menus available for use.

It is our hope that this will help improve access for visually impaired and blind customers to restaurants around the state and enhance the public's knowledge that you support people with disabilities.

The North Carolina Association of Blind Students is an affiliate of the National Federation of the Blind of North Carolina and an organization that represents blind students across the Tarheel state. Please visit us online at [www.ncabs.org](http://www.ncabs.org).

Sincerely,

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