



April 1, 2021

Adam Effler  
Owasco Lake Watershed Management Council, Inc.  
Auburn, NY

Dear Adam,

Wegmans has decided to sell LED Flares for the first-time starting June 5, 2021 (barring any shipment delays). We are excited about offering this product to give customers a choice to help with the transition from traditional chemical flares to LED flares to help the environment and enhance safety.

This letter confirms the promotion that Wegmans Food Markets will conduct to benefit the Owasco Lake Watershed Management Council.

**The details of the promotion are as follows:**

- Wegmans will sell (while supplies last) 2pk LED Flare (with storage case) and 6pk LED Flare at the following Wegmans New York State stores:
  - Geneva, Geneseo, Jamestown, Corning, Hornell, Canandaigua, Auburn, Newark, Holt Rd, Webster.
- Wegmans will donate \$2.00 for each 2pk LED Flare sold and \$6.00 for every 6pk LED Flare sold to Owasco Lake Watershed Management Council from June 5, 2021 through September 25, 2021 based on sales at the Auburn store. **The other two water shed organizations that will share in the total donation based on sales at Auburn are Skaneateles and Otisco Lake.**
- To determine the final amount raised, Wegmans will supply final scan sales data to Owasco Lake Watershed Management Council the week after the promotion ends. Wegmans will also provide monthly updates to you to follow the progress of the promotion.
- Wegmans will make the donation payment by check directly to the Owasco Lake Watershed Management Council within 30 days of the end of the promotion.

**Wegmans will work with the watershed organizations to promote the use of LED Flares in the following ways:**

- Wegmans will produce signage for all participating stores including a sign for the vestibule area entering the store, and a shelf sign for the display. Wegmans will utilize our overhead PA system for all participating stores with a prerecorded message about the promotion to run from June-September 2021.
- Wegmans will work with all watershed organizations on press releases and ways to collaborate with social media.

Please sign this letter of agreement in the space provided, scan and return to me by email.

Sincerely,

Linda Lovejoy  
Community Relations Manager

  
Linda R. Lovejoy, CR Manager

Adam Effler, Owasco Lake Watershed Management Council

Wegmans Food Markets, Inc.