

ADOPTION AMBASSADOR TOUR JERSEY

Description of Jersey Design

Since 2010 is a transition year for the Adoption Tour, a new look was necessary to convey the new message, i.e. the Adoption Tour was moving from a 5 day statewide awareness raiser in 2010 to a year-round effort to promote and carry the message of adoption through *ambassadorship*.

THE FRONT: Every good sailor knows the maritime adage, “Red at night, sailor’s delight.” The sun sets this year on our five year logo for the Adoption Tour, which represented a five day bike tour throughout the state with multiple celebrations along the way. But do not mourn at the setting sun - for we shall delight in what tomorrow brings!



THE RIGHT SLEEVE: The 5 stars represent and pay homage to the 5 previous tours.

THE LEFT SLEEVE: The bicycle, a symbol of childhood, carries us and our message around the state.

THE SLEEVE CUFF – RIDE/WEAR/SHARE: simply stated, as Adoption Ambassadors, we ride the bike; we wear the jersey; and we share the good news about adoption.

THE BACK: A “sailor’s delight” is fortuitously anticipated with the brilliance of the sun rising on a new day ... and this new day brings the Tour’s evolving charge to be an *Adoption Ambassador*. The charge is expanded from a five day tour to a year-round commitment to share the good news connected with our efforts.



THE BACK COLLAR: *Esprit de corps* is loosely translated as the common spirit existing within the group; and as a peloton of riders, our collective spirit is driven by the desire to help every child experience the familial warmth and emotional safety of coming home.

In conclusion, we hope as you wear the jersey in any and all activities throughout the year (training, racing, triathloning, touring, etc.), you are approached and asked about what the jersey represents and signifies. We also hope that the jersey description will give you a confident platform from which to “share the good

news” and direct folks to join the cause by visiting www.parentachild.org for additional information.

Our deepest thanks to everyone for being part of such a noble, meaningful, and yes, **FUN** experience over the years. The Tour has made a lasting impact on those of us so fortunate to have been touched by its message, and we hope our combined efforts will continue to positively touch our community and, especially, our State’s children who await the warmth of a parent saying, “Welcome home, my child, welcome home!”