



January 9, 2014

Greetings:

Every February, the American Society of Civil Engineers Younger Member Forum (ASCE-YMF) sponsors Engineering Day at the Mall during National Engineer's Week. This event features a variety of booths designed to spark students' interest in engineering and science. The hands-on projects are geared toward young students and teach basic engineering concepts such as buoyancy, structural stability, simple calculations, and problem solving in a fun and interactive setting. Each year, students who participate continue to impress our volunteers with their boundless creativity and enthusiasm. It is an excellent opportunity for these future leaders to discover the exciting fields within engineering.

In the past, ASCE Student Chapters from San Diego State University and the University of California, San Diego participated in Engineering Day at the Mall, displaying and demonstrating their steel bridges and other projects.

This year, we would like to invite your company to set up a booth among our activity tables. The San Diego YMF will provide you with a table and chairs, at no cost, if you could provide volunteers and display materials. This would be a great opportunity to promote your business while also interacting with potential future engineers!

Our upcoming Engineering Day at the Mall will be held at **Grossmont Center (La Mesa, CA)** on **Saturday, February 22, 2014 from 10:00 AM to 4:00 PM**. We would be delighted if you could also announce this **free** event to your staff and fellow colleagues.

If you are interested in participating in Engineering Day at the Mall or would like more information, please contact our Chair, Sharon Liu, at (619) 688-1480.

Sincerely,

Shannon Sales  
San Diego YMF President

Sharon Liu  
Engineering Day at the Mall Chair

Attachment: Engineering Day at the Mall Flier