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THE WHITE HOUSE
WASHINGTON

April 1, 1976

ADMINISTRATIVELY CONFIDENTIAL

MEMORANDUM FOR: JERRY JONES
FROM: JIM CONNOR
SUBJECT: World's Biggest Birthday Card

The attached letter was returned in the President's outbox with the following notation:

"Pete Secchia gave me this. Dave Mehney is a very good friend. Does it make sense?"

Please follow-up with appropriate action.

cc: Dick Cheney

Attachment -
Letter from Cunningham & Walsh Inc.
dated 2/26/76 to Dave Mehney

THE WHITE HOUSE
WASHINGTON

Jerry Jones

Pete Accetta gave
me this:

Dave McKinney is a
very good friend.

Does it make sense?

Cunningham & Walsh Inc.

February 26, 1976

Mr. Dave Mehney
President
Kawasaki Midwest
5082 36th St. SE
Grand Rapids, Michigan 49508

Dear Dave:

As I mentioned a while back on the phone, I would like to enlist your support to reach President Ford.

KMC is sponsoring the "World's Biggest Birthday Card" event which is an independent project to celebrate the American Bicentennial.

The project is really quite simple.

Around the middle of May, every Kawasaki dealer in the U.S. and any other motorcycle dealer wishing to participate, will be supplied with birthday cards carrying a salutation from the people of the United States to the United States on the occasion of its 200th birthday. Each card will have space for up to 60 signatures. Anyone who desires to take part in this historical project can sign the card.

In mid-June, the cards will be collected via the mail and sent to regional microfilm centers where the 8 x 10 size birthday cards with individual signatures will be reduced 42 times. Approximately 300 cards will be reduced on a 4" x 6" microfiche card.

On June 28th, the cards from West Coast locations will be collected into as many large pages of microfilm as needed and inserted into a master card carrying a full size copy of the salutation. This packet will then be given to a motorcycle rider in either Los Angeles or San Francisco. The first rider will travel approximately 150 miles and then turn over the master card to another rider who will in turn carry the card another 150 or so miles. At selected cities along the route to Washington, D.C., additional microfiche pages will be added to the master card.

By the time the 40 riders, all volunteers, have carried the card to Washington, D.C., we expect to have no less than one million signatures.

In discussing the microfilming needs with Eastman Kodak, they expressed a desire to participate by enlisting the aid of 10,000 plus retail camera

Mr. Dave Mehney
February 26, 1976
Page two

stores to serve as "sign up" centers. If Kodak does participate in this project (we will know for sure within the next three weeks or so), we can expect the total number of signatures to exceed more than two million.

We feel this is a noteworthy project for a number of reasons. First and foremost is that there is no commercial tie-in. No one has to purchase anything to participate. Kawasaki is backing the event as public service project and expects no monetary return.

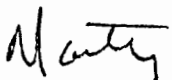
Because of the unprecedented number of signatures and public involvement, we would like to ask your help in coordinating with the President. Ideally, we would like to have the President accept the card on behalf of the U.S. in front of the White House. I think we can plan a ceremony that will take less than ten minutes. It would include an escorted motorcycle rider driving up to the White House and presenting the card to the President.

We can plan on finishing the transcontinental trip anytime between July 1-3, 1976. We understand that the President is quite busy, and if he is unable to personally accept the card, we would, of course, be willing to arrange a presentation to any member of his family or staff.

Dave, I believe this project will be one of the best celebrations of the Bicentennial. It's one of the few that doesn't require the participants to spend any money. And to answer a question that is sure to come up, we did not work the Bicentennial Commission because we strongly feel that organization is more interested in approving commercial projects than true citizen participation events.

I appreciate your support in this matter. As usual, we would appreciate getting a response as early as possible so we can mobilize all of our people to get the ball rolling.

Warmest personal regards,



Martin Mazner
Associate Director,
Public Relations

MM/slk