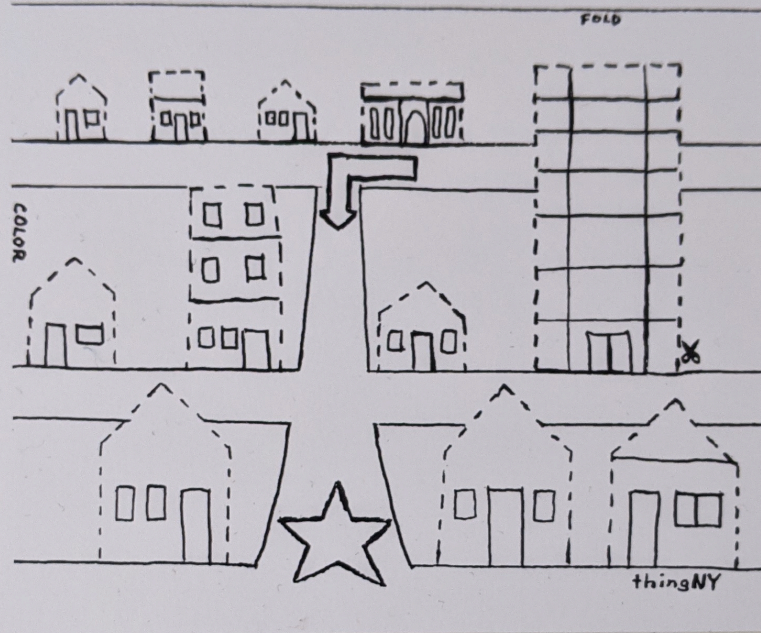


For the eighth mailing, audience members received a personalized version of the following postcard, where their name and address were filled in following "c/o," and where scanning the QR code took them to a private soundwalk in the geolocation-based soundwalk app Echoes. The soundwalks started at each member's home address, and took them on a stroll through their neighborhood. On this generic postcard, the QR code instead links to the online content page <http://dearnancine.com/5-24-21>. The video and audio file on that page give a pretty good sense of what the personalized soundwalks were like. If you want an even closer mockup of the experience and you're in NYC, you can find a public version of the soundwalk we made that starts at the arch in Washington Square Park. Go to the arch, open Echoes, look in the app for a public walk called "A gift for Nancine," and try it out!

Dear Nancine,



Dear Nancine  
c/o

5-24-21

Dear Nancine,

I made you a gift!  
You already downloaded  
the Echoes app, right?  
Scan the QR code at home  
when you're ready to take a  
walk. Hope you're hanging  
in there, Jeff