

## Bell of Louisville

For the fourth consecutive year, the Derby Festival has partnered with acclaimed designer Christopher Radko to offer a commemorative holiday ornament. Available now, the "Bell of Louisville" features the figure of an elf atop a ringing holiday bell. The ornament is mouth-blown in tempered glass, created by Radko artisans using a time-honored technique more than a century old. The name is a whimsical nod to the Belle of Louisville, the historic paddle-wheeler that competes each year in the Festival's Great Steamboat Race. The ornament, which sells for \$50, is a limited edition and available only while supplies last. This is the fourth edition in the Festival ornament series: "Golden Pegasus" was created for the Derby Festival's 50th Celebration in 2005, followed by "Festival Flight" in 2006 and "Destination Derby" in 2007. "Bell of Louisville" is available at Kentucky Derby Festival Headquarters, 1001 South Third Street (502-584-FEST); Taste of Kentucky Stores or online at [www.kdf.org](http://www.kdf.org).



## Dates to Remember

- April 3: Spring Fashion Show
- April 11: They're Off!® Luncheon
- April 12: Derby Festival Opening Ceremonies – Thunder Over Louisville<sup>SM</sup>
- April 17: Fifth Third Bank \$1 Million Dollar Hole-In-One Golf Contest<sup>SM</sup> (thru April 27)
- April 18: The 50th Fillies' Derby Ball
- April 19: adidas Derby Festival Basketball Classic
- April 21: King Southern Bank Pro-Am Golf Tournament
- April 24-26: U.S. Bank BalloonFest
- April 24 - May 2: Kroger's Kentucky Derby Fest-a-Ville on the Waterfront and The Chow Wagon
- April 26: Derby Festival Marathon/miniMarathon
- April 28: Stock Yards Bank Great Bed Races
- April 29: Arison Run for the Rosé® and Republic Bank Parade Preview
- April 29-30: WineFest
- April 30: Great Steamboat Race
- May 1: Republic Bank Pegasus® Parade



KENTUCKY DERBY  
**FESTIVAL**

Presented by Bluegrass Family Health  
Created by Kentucky Derby Festival, Inc.

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# Festival Times

BROUGHT TO YOU BY



THE OFFICIAL NEWSLETTER OF THE KENTUCKY DERBY FESTIVAL

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## 'Tis The Season

The first official event of the 2008 Kentucky Derby Festival – the Your Community Bank Poster Premiere – will be held on Thursday, Jan. 31, at the Mellwood Arts & Entertainment Center on Mellwood Avenue. The event will be held in conjunction with the Derby Festival Student Art Contest Awards Ceremony, which will take place at 7 p.m. at the venue. The evening's activities will be highlighted by the unveiling of the Derby Festival's 2008 Official Poster, created by renowned artist Rick Garcia of Santa Fe, New Mexico.



The 28th annual Poster Premiere will begin at 5:30 p.m. and will feature cocktails, hors d'oeuvres and a complimentary gift for the first 1,000 guests. There will also be a silent auction of framed 2008 Official Posters and the Limited Edition Poster, as well as the sales kick-off for 2008 Derby Festival Merchandise. Rick Garcia will be available to sign copies of the 2008 Poster. Tickets for the Premiere are \$20 in advance and \$25 at the door. They are available by calling the Derby Festival Office at (502) 584-6383.

For the second year in a row, the Poster Premiere will be held in conjunction with the Derby Festival Student Art Contest Awards Ceremony, presented by Passport Health Plan. Students with winning entries in the Art Contest will be invited to attend the Premiere. The contest artwork will be on display at the Mellwood Arts & Entertainment Center, 1860 Mellwood Avenue. A collage poster of the winning Art Contest entries will be on sale at the event.

The Derby Festival Poster Premiere is sponsored by Your Community Bank. Contributing sponsors are: Amerigo, AT&T Real Yellow Pages, Greater Louisville Inc., RedLeaf Digital/Cardinal Printing and 103.1 WRKA.



## Tip It Off

Tickets for the 2008 adidas Derby Festival Basketball Classic will go on sale January 3 at area TicketMaster outlets (361-3100 or 800-487-1212). The game, which will be played next year on April 19 at Freedom Hall, will once again feature the top high school seniors in the country, including recruits from the University of Louisville, University of Kentucky and Indiana University. Tickets for the game cost \$15 and \$10 and include free admission to the Night of the Future Stars on April 18 at Bellarmine University. The 2007 Basketball Classic showcased such players as Kansas State freshman sensation Michael Beasley and Duke University standout Nolan Smith.



## Carrying the Torch

On Nov. 7 at The Olmsted, the Kentucky Derby Festival received the Better Business Bureau's Torch Award for large, non-profit organizations in the Marketplace Ethics category. A record number of nominees were submitted in the category. The award is given for marketplace ethics, history and reputation, respect among vendors, truth in advertising, recognition by media and industry peers, sound management practices, and programs that encourage good customer service. "This is a very prestigious honor in that being associated with the Better Business Bureau shows consumers that the Derby Festival is a trusted company with which to partner," said Kentucky Festival President and CEO Mike Berry. "This award is a very humbling recognition of that reputation. The Torch Award serves as a reaffirmation of our mission and will inspire us to even greater heights."

(Photo above: Charlie Mattingly, BBB President and CEO; Mike Berry, KDF President and CEO; Roy Potts, 2007 Festival Chairman; and Gary Ulmer, BBB Board Chairman.)





## Time To Register For Road Races

Online registration is now open for the 2008 Derby Festival Marathon and miniMarathon, which will be run next year on Saturday, April 26. The seventh annual Marathon and 35th annual miniMarathon will start simultaneously at 7:30 a.m. near Iroquois Park. The 2007 races attracted a record 11,269 registrants, shattering the previous record of 8,651 set in 2006. Race registration fees are \$35 for the 13.1-mile mini and \$60 for the 26.2-mile Marathon if entered online or postmarked by Jan. 31, 2008. From Feb. 1 to April 15, entry fees are \$50 for the mini and \$75 for the Marathon; late entry fees at the Race Expo (April 24 and 25) are \$60 and \$90. Runners may register at [www.DerbyFestivalMarathon.com](http://www.DerbyFestivalMarathon.com). The race will be capped at the first 12,000 registrants. Contributing sponsors are: Bluegrass Family Health, Churchill Downs, *The Courier-Journal*, Michelob Ultra, Meijer and Powerade; supporting sponsors are Jewish Hospital Sports Medicine, the Louisville Water Company and marathonguide.com.



## Royal Announcement in January

The Fillies Inc. received 91 qualified applications from prospective members of the 2008 Kentucky Derby Festival Royal Court. Fifteen finalists were selected from the original applicants and they will attend final judging in early January. The five 2008 Derby Festival Princesses will be introduced at a press conference on Jan. 8. The Royal Court represents the Derby Festival and the city of Louisville as official ambassadors every year. These outstanding young women attend nearly all of the Festival's 70 events, beginning with the Your Community Bank Poster Premiere in January to an appearance in the Republic Bank Pegasus Parade in May.



## Extreme Home Makeover

Seven Derby Festival staff members worked the graveyard shift in the catering tent on the final day of the "Extreme Makeover Home Edition" on Nov. 14. The KDF staffers were part of a large team of volunteers assisting the crew of the highly-rated ABC TV program that is constructing a new home for University of Louisville student Patrick Hughes and his family. The Derby Festival team was given a tour of the outside of the home and grounds as finishing touches were being made in readiness for the unveiling later that day. The family was presented with a framed photo of Patrick taking part in the 2007 Republic Bank Pegasus Parade as a member of the U of L marching band. It was an inspirational experience for everyone and underscored the importance of volunteerism as it relates to the Derby Festival and its events. The show is expected to air nationally next February.



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## It's All In The Training

Registration is also open for the Jewish Hospital Sports Medicine Healthy Lifestyle Training Program. This free 16-week program is intended to benefit runners training for the Derby Festival Marathon and miniMarathon on April 26, 2008. The program will give runners an opportunity to talk with professionals regarding nutrition, training tips, injury prevention and education. The introductory meeting for the program is set for 6 p.m. on Monday, Jan. 7, at Bellarmine University's Frazier Hall. The program meeting will include distribution of a free training packet and T-shirt for each runner. Guests will also meet the race doctor, athletic trainers and nutritionists and have an opportunity to ask them questions about training for the 2008 Marathon and miniMarathon. Runners may register for the Training Program online at [www.DerbyFestivalMarathon.com/training](http://www.DerbyFestivalMarathon.com/training). A pre-meeting run schedule, which includes weekly Saturday morning runs, may also be found on the race website. The deadline to sign up for the Training Program is Jan. 18. The Training Program is sponsored by Jewish Hospital Sports Medicine with contributing sponsor Fleet Feet Sports.

In an effort to recruit more out-of-state runners to the Derby Festival races, KDF sends a contingent of staffers, board members and volunteers to several regional race expos. The Festival had representatives at the Akron, Chicago, Columbus and Washington, D.C. marathons and will have a team attending the marathon in Walt Disney World.

