

Perfect Weather Helps Attract Record Thunder Crowd!

Ideal weather conditions welcomed a crowd estimated at 800,000 for the Thunder Over LouisvilleSM show on April 22. Spectators lined both sides of the Ohio River for as far as the eye could see. The attendance figure was an all-time record for Thunder, as were the 604 boats anchored on the river for the show. Highlights of the event included the first-ever Thunder Air Show appearance of the U.S. Navy Blue Angels, who also rehearsed earlier in the day. "It was a picture-perfect day," said Thunder producer Wayne Hettinger. "This was the best weather we've had in the 17-year history of the show. We didn't miss a cue all day and you could hear the crowd cheering all the way up to the Command Center on the 24th floor of the Galt House."

Two individuals served as Official "Thunderators" for the 2006 Thunder Over Louisville fireworks show — World War II veteran Bruce Voges and Allison Barber, Deputy Assistant Secretary of Defense for Internal Communications and Public Liaison. Barber acted as "Launch Activator," turning a key to activate the Thunder launch system sequence; immediately thereafter, Voges turned a key to ignite the 30-minute pyrotechnic show. Thunder 2006 was a spectacular success, thanks to major corporate sponsors Caesars Indiana, Chase, E.ON U.S., UPS and donors to the McDonald's Thunder Funder campaign.



An estimated 800,000 people gathered to watch this year's Thunder Over Louisville.



The Blue Angels were one of the main attractions at Thunder this year.



Muhammad Ali will serve as Lifetime Honorary Grand Marshal of the Republic Bank Pegasus Parade on Thursday, May 4.

Hometown Hero Muhammad Ali To Star In Pegasus® Parade

Louisville's favorite son — three-time heavyweight boxing champion Muhammad Ali — will serve as Lifetime Honorary Grand Marshal of the Republic Bank Pegasus Parade on Thursday, May 4. Ali, who also was Grand Marshal of the parade in 1981, will be accompanied by his wife, Lonnie. The theme of the 51st annual Republic Bank Pegasus Parade is "Once Upon A Toy" and will feature a tribute to some of the world's best known toy characters from several generations. The parade will step off at 5 p.m. at Broadway and Campbell and march west for approximately 90 minutes. The event will be broadcast live on WAVE 3 TV. For information on parade tickets, call the BellSouth Derby Festival Hotline at (502) 540-1127.

Lovin' It

The McDonald's Thunder Funder campaign to help raise funds for Thunder Over LouisvilleSM — the Kentucky Derby Festival's Opening Ceremonies — got off to a strong start on March 21 as supporters participated in a televised kick-off held at the Galt House Hotel. Derby Festival staff and board members, as well as KDF volunteers, manned the phones and the internet from 5 a.m. to 11:30 p.m., taking orders for incentive packages at various levels. The campaign, sponsored this year by McDonald's Restaurants of Kentuckiana, also helped support Thunder by donating 10 cents from the sale of every 32-ounce drink in a commemorative cup purchased separately or as part of a Thunder Funder Meal. A total of 925,520 large drinks were sold at the 91 participating McDonald's restaurants during the promotional period, for a final contribution of \$92,520. Individual Thunder Funder donations totaled \$58,000.



Individual Thunder Funder donations totaled \$58,000 this year.



Through a partnership with the PNC Foundation, the Kentucky Derby Festival Foundation will contribute \$50 to Every1Reads for every entry in the PNC Grow Up Great Team Challenge.

Grow Up Great Team Challenge

Through a partnership with the PNC Foundation, the Kentucky Derby Festival Foundation will contribute \$50 to Every1Reads for every entry in the PNC Grow Up Great Team Challenge and the Meijer races' team competition in either the "mini" or marathon. The PNC Foundation created the "Grow Up Great" initiative as a means of helping children prepare for school and life, particularly improving reading skills. Working with Every1Reads' partner, Greater Louisville Inc., the Kentucky Derby Festival Foundation hopes to contribute \$25,000 during the next three years by encouraging more businesses and individuals to band together in promotion of good health and a good cause.



Go for the Look!

The new 2006 Kentucky Derby Festival merchandise is in - including t-shirts, hats, pins, posters, special collector's items and more. You can go for the look with just one phone call or a click of your mouse!

MERCHANDISE AVAILABLE AT DERBY FESTIVAL EVENTS AND:

- A Taste of Kentucky
- The Kentucky Derby Museum
- Meijer

THE OFFICIAL 2006 POSTER AVAILABLE AT:

- Framers Supply Company

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Terry Bradshaw Scores at Luncheon

TV analyst and Pro Football Hall of Famer Terry Bradshaw was the guest speaker at the 50th annual They're Off!® Luncheon on April 21. Bradshaw addressed more than 2,000 Festival supporters and patrons in attendance for this grand community tradition, which was held in the Grand Ballroom of the Galt House East Hotel, site of the festive affair since 1974. Bradshaw joined Dick Vitale, Bill Walton, Greg Gumbel, Larry King, Bob Costas, Cawood Ledford, Phil Simms and Howard Cosell in a long list of TV broadcasters who have entertained They're Off! Luncheon audiences for the past 50 years. The event was sponsored by Norton Healthcare. Bluegrass Family Health and *Business First* were contributing sponsors.



TV analyst and Pro Football Hall of Famer Terry Bradshaw was the guest speaker at the 50th annual They're Off! Luncheon on April 21.

Super Prizes Still Up For Grabs

Gold Instant Win Pegasus Pin® winners are eligible to win one of 15 fabulous Grand Prizes, including a Honda Odyssey Van and a \$10,000 Ultimate "Let Yourself Go" Vacation Package. This year, in addition to the 15 Grand Prizes, six new Super Prizes are being offered, including the opportunity to fly in a Thunder Air Show commercial aircraft on the day before Thunder or ride in the Pegasus Parade. Register your Gold Pin to find out instantly if you're a winner. Also new for 2006, the Derby Festival Pegasus Pin Sponsorship Grand Prize Drawings will be broadcast on WAVE 3 TV. One Grand Prize will be drawn on each of the 6 PM and 11 PM WAVE 3 TV newscasts beginning Wednesday, May 10 – Thursday, May 18 (excluding Saturday, May 13, and Sunday, May 14). To be eligible for the prize drawings, entries must be received no later than 5:00 PM, Tuesday, May 9, 2006.



Let Yourself Go!

Special Thanks!

Thanks to the generosity of Thoroughbred members Molly and Marty Martone, the lobby of the Derby Festival® office now features an American flag and a Commonwealth of Kentucky flag. The American flag was flown over the U.S. Capitol building last year in honor of the Derby Festival's 50th Celebration. The Martones also donated glass caboodle cases for the KDF Royal Court to carry their tiaras. The Derby Festival is very grateful for the Martones' donations. The Martones are pictured with 2006 Derby Festival Queen Patti Jo Grice.



KENTUCKY DERBY FESTIVAL™



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

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