



Festival Times

THE OFFICIAL NEWSLETTER OF
THE KENTUCKY DERBY FESTIVAL

BROUGHT TO YOU BY

Bluegrass
Family Health

It's That Time Of Year!

2008 Pegasus Pins will go on sale March 17 at nearly 1,000 retail locations around the area. This year we feature an equine image from the Official Derby Festival Poster and a globe icon representing the 2008 KDF overall theme, "A World of Fun." The plastic pins, which cost \$3, will be available in five different colors, with packages of all five color schemes available at selected locations for \$15. Fourteen Grand Prizes will be offered this year, with the odds of finding a Gold Instant Win Pin at one in 20. Grand Prize Drawings will be broadcast nightly on the 6 p.m. and 11 p.m. WAVE 3 TV newscasts beginning on May 8 and running through May 16 (excluding May 10 and 11).



2008
Pegasus
PINS

Dates to Remember

- April 3: Spring Fashion Show
- April 11: They're Off!® Luncheon
- April 12: Derby Festival Opening Ceremonies – Thunder Over LouisvilleSM
- April 17: Fifth Third Bank \$1 Million Dollar Hole-In-One Golf ContestSM (thru April 27)
- April 18: The Fillies' Derby Ball 50th Anniversary
- 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 Fest-a-Ville on the Waterfront and 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: American Founders Bank 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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CurrentMarketing.com

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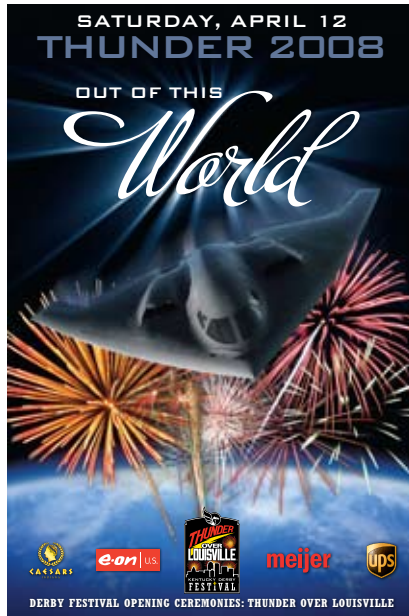
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FEBRUARY/MARCH 2008 WWW.KDF.ORG

2008 Thunder Will Be 'Out Of This World'!

The four presenting sponsors of Thunder Over Louisville — Caesars Indiana, E.ON U.S., Meijer and UPS — were introduced at a press conference on Feb. 6 at the Kentucky Derby Festival office along with the theme of this year's show, "Out Of This World." Caesars Indiana, which will change its name to Horseshoe Southern Indiana next year, announced that it has signed a three-year commitment to sponsor Thunder, beginning with the 2008 show. Also at the press conference, the image of a new Thunder billboard, featuring a "countdown clock" for the show, was unveiled. The billboard is located off I-65 North, just before the Broadway-Chestnut Street exit.

In other Thunder news, a special Thunder preview event will be held March 20 at Bowman Field. And Cox Radio Louisville, the new official radio partner of Thunder, will broadcast all-day coverage of the Air Show and the fireworks soundtrack on 103.1 WRKA, as well as additional coverage on its other three stations. FOX41 WDRB-TV is the official television partner for Thunder in 2008 and will broadcast the show in True HD.



Pictured from left to right: Chris Becker - working with Derby Festival and Meijer; Elizabeth Siebert - Communications Manager, E.ON U.S.; Neil Walkoff - Assistant General Manager, Caesars Indiana; Michael Francesconi, VP of Public Affairs, UPS Airlines.



i'm lovin' it®

Lovin' It — Again!

Also on Feb. 6, it was announced that McDonald's Restaurants of Kentuckiana will sponsor the McDonald's Thunder Funder Program for the third consecutive year. This year's McDonald's Thunder Funder Program, which last year raised \$71,856, began on Feb. 5 and runs until March 23. During that time, 93 participating McDonald's restaurants will donate 10 cents from the sale of every large drink in a commemorative cup to help support Thunder. Drinks may be purchased separately or as part of a Thunder Funder Meal (Filet O' Fish sandwich, french fries and large drink). "McDonald's Restaurants of Kentuckiana is very pleased to continue our support of Thunder Over Louisville," said McDonald's Owner/Operator Ira Salls. "McDonald's has a strong commitment to the Louisville community, and Thunder Funder is an event we are proud to participate in."



Your Community Bank Poster Premiere Kicks Off 2008 Festival



2008 Poster Artist, Rick Garcia

A crowd of nearly 1,000 turned out at the Mellwood Arts & Entertainment Center on Jan. 31 for the first official event of the 2008 Kentucky Derby Festival — the Your Community Bank Poster Premiere. For the second year in a row, the Poster Premiere was held in conjunction with the Derby Festival Student Art Contest Awards Ceremony, sponsored by Passport Health Plan. The evening's activities were 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 reflected

the theme of the 2008 Derby Festival — "A World of Fun" — with decorative globes on cocktail tables and international icons such as the Eiffel Tower and Arc de Triomphe on display. The evening featured cocktails, hors d'oeuvres and complimentary gifts for guests. There was also 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. Master's Frame Shop was the winner of the annual Framing Contest Judge's Award; About Art received the People's Award.



Hoops Heaven

Tickets are selling quickly for the 2008 adidas Derby Festival Basketball Classic, to be played at Freedom Hall on Saturday, April 19. Tickets are on sale at area TicketMaster outlets (361-3100 or 800-487-1212 or www.ticketmaster.com) and cost \$10 and \$15. The game will once again feature some of the top high school seniors in the country, including recruits from the University of Louisville, University of Kentucky and Indiana University. Tickets for the Classic include free admission to the DeVry University Derby Festival Night of the Future Stars on April 18 at Bellarmine University, which will feature Slam Dunk, 2-on-2 and Three-Point Shooting Competitions, as well as an autograph session following the event. The 2007 Basketball Classic showcased such players as Kansas State freshman sensation Michael Beasley, Indiana University standout Eric Gordon and Nolan Smith of Duke.

Derby Festival Showcased In Metro Hall

Louisville Metro Mayor Jerry Abramson recently renamed meeting room 106 in Metro Hall "The Derby Room." The room was donated to the City of Louisville in

memory of the late William R. Mapother — a Louisville attorney, judge, author and speaker — by his children Amy, Katherine and William, and his fiancée Valerie Brown. The room, which is used for a wide variety of metro service and civic meetings, is decorated with signed Kentucky Derby Festival posters, dating to the first poster that was created in 1981.



A World of Fun!

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Don't Be Shut Out – Sign Up Now For KDF Events

It's time for event participants to start submitting applications for 2008 Derby Festival events. Participants are also being recruited for all events, so sign up now to guarantee entry and beat the deadlines.

- The Derby Festival Marathon and miniMarathon on April 26 will be capped at 12,000 runners this year and that number will most likely be reached before the Bluegrass Family Health Running Wild Expo on April 24 and 25. Corporate team applications are also being accepted, with the PNC Foundation contributing \$50 to the Every1 Reads literacy program for every entry in the PNC Grow Up Great Team Challenge.
- To enter a corporate team for the Battle of the Bounce competition, which benefits Christian Care Communities, call (502) 254-4200.
- Sign-up now to participate in the 2008 King Southern Bank Derby Festival Foundation Pro-Am Golf Tournament. Entrants in the Pro-Am will be eligible to win two tickets to the 2008 Ryder Cup competition to be held in Louisville next fall.
- Entries are also filling up quickly for the Stock Yards Bank Great Bed Races and the Arison Run for the Rosé. Recruit your friends or co-workers and don't just be a spectator for the 2008 Kentucky Derby Festival.

For applications, criteria or more information, call (502) 584-FEST or visit www.kdf.org.



Can You Spell C-H-A-M-P-I-O-N?

Representatives from approximately 50 counties in Kentucky and Southern Indiana will be at Churchill Downs on Saturday, March 15, for the Derby Festival Spelling Bee. For the first time, county winners from Adair and Menifee counties in Kentucky will participate. The winner of the Derby Festival Spelling Bee will represent Kentucky in the Scripps National Spelling Bee in Washington, D.C. on May 28 and 29. The Derby Festival Spelling Bee champion will receive a copy of Webster's Third New International Dictionary, an Amazon gift certificate, a trophy, a \$100 savings bond and an expense-paid trip to Washington, D.C. with one parent or guardian. The Derby Festival Spelling Bee is sponsored by Kentucky Farm Bureau and Churchill Downs Inc. Contributing sponsors are Insight and 84WHAS.