

The Official Newsletter  
for the Kentucky Derby Festival  
brought to you by:

Bluegrass  
**Family Health**

[www.bluegrassfamilyhealth.com](http://www.bluegrassfamilyhealth.com)

# Festival TIMES

APRIL 2004

Volume 49, Issue 2

[WWW.KDF.ORG](http://WWW.KDF.ORG)

## See Thunder from the "Eye of the Storm"

Rated as one of the top 100 events in North America, the Derby Festival's Opening Ceremonies is truly a sight to behold. And each year, more than 500,000 eager thrill-seekers do just that. Looking for a place to host your OWN Thunder party? Away from the masses? Need a place to park? Then talk to the people who BRING you this day-long event each year.

Thunder Corporate Village is THE place to be to experience Thunder the way it was intended. Enjoy the day-long air show with commentary direct from the Command Center via sound towers located throughout the village.



When it gets dark, the Thunder rolls. Eight barges assemble on both sides of the Second Street Bridge to form the stage from which the fireworks spectacle ignites, giving the village a front-row seat. The breathtaking show includes Thunder's signature one-mile "waterfall" effect off the bridge. And for the attendees on the rooftops of Thunder Corporate Village, it's right before your eyes!

Reward your employees or entertain clients. Guests are able to leave the village and wander Waterfront Park throughout the event, while returning to the elevated position to see and feel the fireworks from a secure and exclusive venue.

bonus: you get a party AND help fund the show at the same time. Call (502) 584-6383 TODAY! Five tents remaining. Or email [marketing@kdf.org](mailto:marketing@kdf.org).



The New  
**Eagle**  
Country Legends  
**104.3**

Make sure to bring your radio to Thunder and tune into 104.3 FM for air show commentary live from the Command Center.



## Running for a Cause

Did you know that hundreds of runners use the Meijer miniMarathon and Marathon each year to raise money for numerous other non-profit organizations? Among our partners using the 2004 event to raise money and awareness through team and individual sponsorships are: Leukemia and Lymphoma Society, Dream Factory of Louisville, the Family Resource Center, Cystic Fibrosis Foundation (through University of Louisville ROTC) and St. Jude's Children's Hospital. Thanks to all who support Kentucky's largest road race and run for a cause! Have an organization you are running for? Let the race manager know and we will link to your cause online at [www.derbyfestivalmarathon.com](http://www.derbyfestivalmarathon.com).

In conjunction with the Meijer Derby Festival Marathon and miniMarathon, Frazier Rehab Institute and Meijer are offering free health screenings to the community. The Blood Pressure and Body Fat Analysis will be held on April 15 from 3 to 6 p.m. at the Meijer store at 4100 Towne Center Drive and on April 16 at the Meijer store at 4500 Hurstbourne Parkway. A nutrition lecture – "Clearing up the Carb Confusion" and "Pre-competition Meals" – will begin at 5:15 on both days. The "Carb Confusion" lecture will be conducted by Shari Steinbach, MSRD; the "Pre-Competition" lecture will be given by Michelle Schuppe, RDLD, Jewish Hospital's Frazier Rehab Institute. Screenings will be provided on a first-come, first-serve basis.



## Lookin' Like a Million Bucks

It's been 14 years and no one has snagged the \$1 million prize that's up for grabs in the Finals of the Fifth Third Bank Derby Festival \$1 Million Dollar Hole-In-One Golf Contest. The competition runs from Thursday, April 15, to Sunday, April 25. The Finals will be held at 6 p.m. on April 27 at Seneca Golf Course Hole #8.

Fifth Third Bank Hole in One		
Date	Time	Daily Sponsor
Thurs, April 15	1 PM-8PM	Carpenter Mountjoy & Bressler PSC
Frid, April 16	10 AM-8 PM	Pepsi Day
Sat, April 17	10 AM-1 PM	Louisville Fire
Sun, April 18	10 AM-8 PM	Metro Parks
Mon, April 19	10 AM-8 PM	KPGA
Tues, April 20	10 AM-8 PM	Business First
Wed, April 21	10 AM-8 PM	Ralph Lauren (Ladies Day)
Thurs, April 22	10 AM-8 PM	Hooters
Fri, April 23	10 AM-8 PM	Arison
Sat, April 24	10 AM-8 PM	Fifth Third Bank
Sun, April 25	10 AM-1 PM	Louisville Fire

## Up, Up and Away!

The British Invasion comes to the U.S. Bank Derby Festival Great Balloon Glow. Join us on Friday April 23rd as we celebrate 40 years of the Beatles with a glowing tribute to their music. Enjoy the show as a field of Balloons light up the night sky to the music of John, Paul, George & Ringo. The event promises to be better than ever this year, with children's interactive games in a new Radio Disney area and Cox Radio stations hosting the event with Beatle marathons. Listen to Lite 106.9, 107.7 SFR, 103.9 The Point and Oldies 103 WRKA on your way to the glow for updates. Attendees are encouraged to dress as their favorite Beatle or pay homage to the Fab Four in other creative fashions. The static luminary show is scheduled for 9 PM, with a rain date of 9 PM the following day. The event will also be broadcast on WHAS 11.

Then the next morning, there's nothing quite like the beauty of lift-off at the U.S. Bank Derby Festival Great Balloon Race. You went as a kid . . . now roll your kids out of bed on Saturday, April 24th for a memory-making experience. Launch time is 7 AM. Listen to 102.3 The Max on Saturday April 24th for live race coverage as George Lindsey flies in the Hare Balloon sponsored by U.S. Bank.

Admission to both events is your 2004 Pegasus Pin plus parking at the Kentucky Fair and Expo Center.

Sponsor U.S. Bank is also launching a new promotion this year. The bank is giving away signs stating "Land Here" for you to display in the window of your home. If the winning balloon touches down on your private property with a "Land Here" sign displayed in a window, you will receive a \$1,000 saving bond from U.S. Bank. "Land Here" signs are available at area U.S. Bank branches and will also be distributed at the U.S Bank Great Balloon Glow. Tell U.S. Bank to "Land Here" and win!



## Area Art Students Honored

More than 40 Kentuckiana students from K-12 were honored March 22 at the Speed Art Museum for their artistic achievement in the 28th annual Geoffrey's Toys 'R' Us Derby Festival Student Art Contest. A panel of local artists, including 2004 Derby Festival Poster Artist Joe Weber, selected the winners.

A unique piece created by 15-year-old Matt Dunford of Clarksville (Ind.) High School was awarded "Best In Show," a new category added to this year's competition. Matt's piece is an extraordinary pencil sketch, which includes images from several Derby Festival events. For "Best In Show," Matt received a \$500 check from Sylvan Learning Centers.

Also of note was a record-setting sweep of awards by students from Rangeland Elementary School. Ten students, under the direction of art teachers Gail Washburn and P. Mortan, captured ten of the 44 winning positions. There were 10 winners from the Catholic school system and 5 Southern Indiana winners. Counties from Southern Indiana were new to the competition this year. For a complete list of winners, visit [www.kdf.org](http://www.kdf.org).

And see all the winning artwork on display through April (March 22-April 30) at Art Sparks at the Speed Museum for regular museum admission.



KENTUCKY  
FESTIVAL

KENTUCKY  
FESTIVAL



# Bluegrass Family Health

HMO / PPO / POS Health Plans

Competitive Rates

Kentucky Based

Not-for-Profit

Comprehensive Provider Network

Flexible Business Plans

Dedicated Account Service Representatives

Customer Satisfaction Tracking

Ongoing Member Communication

E-health Web Support

Wellness Programs

Disease Management Programs

502.420.2359 • 800.787.2680  
9750 Ormsby Station Road, Suite 110  
Louisville, KY 40223  
[www.bgfh.com](http://www.bgfh.com)

ADV.254.11/03

## John Tamplin Scores Hat Trick at Spelling Bee

The state-of-the-art Triple Crown Room at Churchill Downs was the perfect setting for Jefferson County Public School student John Tamplin to capture his third consecutive Derby Festival Spelling Bee win.



In heated competition that lasted three hours and 21 minutes, nearly 300 spectators watched a record 60 contestants battle for top honors. Runner-up Hope Chapman of Warren County held on for 3 final rounds with John before victory was declared on the word "pansil" - a noun, meaning "a Buddhist rite of ceremony before meetings."

John, age 11, is a 6th-grade student at Meyzeek Middle School in Louisville and will represent Kentucky in the Scripps National Spelling Bee in Washington, DC in June. He receives an all-expense paid trip to Washington thanks to generous sponsors, Kentucky Farm Bureau and Churchill Downs. Look for KET's taped broadcast of the Derby Festival Spelling Bee on Saturday, April 24, at 7 PM on KET-2.



WATCH KET2!

## Celebrity Luncheon Has New Star

The Derby Festival is pleased to welcome Bank One as the new sponsor of the Celebrity Luncheon on April 29 at Churchill Downs. The event gives the public the opportunity to mingle with stars from the world of entertainment and sports while enjoying superb cuisine in an historic setting. The luncheon, hosted by Magic 101.3's Leesa Mitchell, will begin at 11:30 a.m. Tickets are \$80. Color Me Pink/Lilly Pulitzer also adds a touch of style to this glamorous event as a contributing sponsor.

**BANK ONE**



KENTUCKY DERBY

FESTIVAL



KENTUCKY DERBY  
FESTIVAL

## Cathy Creator to Serve as Parade Grand Marshal



Internationally syndicated cartoonist Cathy Guisewite will be the Grand Marshal of the 49th annual Pegasus Parade on Thursday, April 29. The theme of this year's parade is "Broadway Toon Town," a salute to the colorful cartoon characters who have entertained audiences for decades in comic strips and motion pictures. Guisewite is creator of the wildly popular comic strip "Cathy," which debuted in newspapers in 1976. The strip chronicles

the trials, tribulations and inherent humor in the life of America's favorite single career woman. It appears in approximately 1,400 newspapers worldwide and is distributed by Universal Press Syndicate. Said Guisewite, "I'm thrilled to be coming to the Derby Festival. I've never been in a parade, much less been invited to be Grand Marshal. It's truly been a year of firsts for me, as well as Cathy, the cartoon character." Guisewite was referring to the fact that her cartoon character is getting married in the comic strip after many long years of being single. Tickets are available at Ticketmaster. The parade is sponsored by Republic Bank & Trust



It's not too late to grab four friends or co-workers and enter the BB&T Great Bed Races. You'll have a blast and your antics will be seen live on WAVE 3 TV. The event is Monday, April 26th at Broadbent Arena with a new pre-race Pajama Party this year on Thursday, April 22nd at @tomsphere, hosted by 107.7 WFSR.



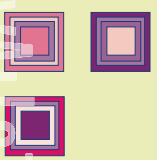
Avid Pegasus Pin collector, 7-year-old Evan Allen, joins some royal "pin trading" friends at the pin kick-off event in March.



## Thorny New Event

The Run for the Rose Bush is the newest "Official" Derby Festival event. This fund-raising event is a relay race obstacle course that consists of a series of inflatable mazes. Held on Great Steamboat Race Day, April 28, the Run for the Rose Bush will begin at 11 a.m. at Waterfront Park. The event benefits Kentucky Opportunities. Call 254-4242 for more information.

KENTUCKY DERBY  
FESTIVAL



Presented by Bluegrass Family Health  
 Created by Kentucky Derby Festival, Inc. • 1001 South Third St. Louisville, KY 40203  
 Website: [www.kdf.org](http://www.kdf.org) E-mail: [info@kdf.org](mailto:info@kdf.org)  
 Carolle Jones Clay, 2004 Festival Chairman • Michael E. Berry, President & CEO  
 Communications Staff: Stacey S. Yates, Mark Shallcross & Aimee Boyd  
 Designed by: Liquid Design  
 120 Webster Street, Ste 325, Louisville, KY 40206 • (502) 558-5694 • Website: [www.liquidcurve.com](http://www.liquidcurve.com)



Bringing the  
Community Together  
Since 1956.