

KENTUCKY DERBY FESTIVAL

Festival

TIMES

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for the Kentucky Derby Festival
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A Thunderful Moment

On February 1, the Derby Festival announced an unprecedented partnership between the general managers of four local television stations with regard to broadcast rights for Thunder Over Louisville. WAVE, WLKY, and WDRB agreed to an annual rotation of broadcast rights for the show through 2007, with WHAS abstaining from the rotation but honoring the agreement. During a press conference at the Derby Festival Office, a "pill-pull"

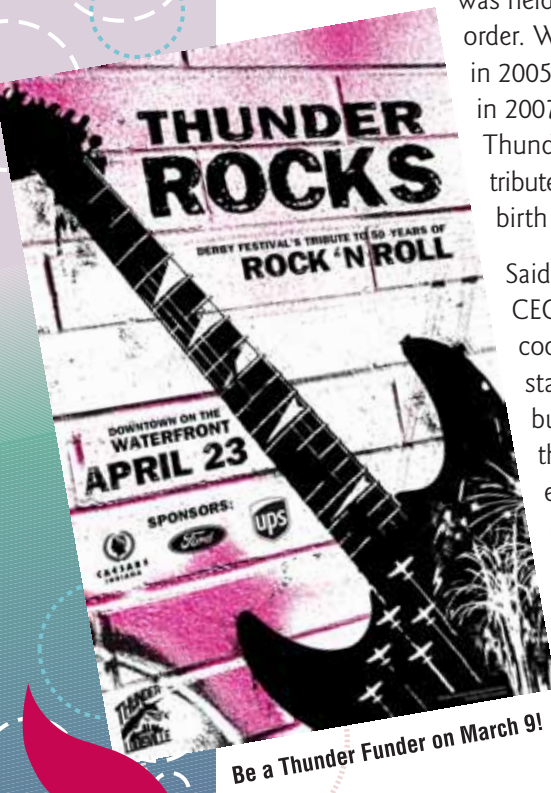
was held to determine the selection order. WAVE will broadcast Thunder in 2005, WLKY in 2006 and WDRB in 2007. The theme of the 2005 Thunder is "Thunder Rocks" - a tribute to the 50th anniversary of the birth of rock 'n' roll.

Said Derby Festival President and CEO Mike Berry: "The spirit of cooperation between the four stations in a highly competitive business is truly gratifying. We think this arrangement is fair to everyone and will benefit the entire community. Thanks to this partnership and the continued sponsorship of Caesars Indiana, Ford and UPS, Thunder will once again be free to the public and a wonderful kick-off to the Festival's 50th Celebration."



Station General Managers at the February 1 press conference. (Pictured left to right: Jim Carter, WLKY; Bob Klinge, WHAS; Bill Lamb, WDRB & Steve Langford, WAVE)

Also announced at the press conference were details of an enhanced "Thunder Funder" initiative to help finance the show. The public funding campaign will be highlighted by a televised fund-raiser that will be aired with focused coverage by all four stations on March 9. In addition, WBKI and WYCS will air updates and The Courier-Journal will assist in promoting the effort. The campaign is an opportunity for the community to make an investment and have ownership in Thunder. It will resemble a public television funding drive, where contributors receive premium gifts and recognition. Contributions will be accepted in person at Kroger and Republic Bank locations on March 9 - 12, by mail (Kentucky Derby Festival, 1001 S. Third St., Louisville, KY 40203), internet (www.thunderfunder.org) and telephone (582-BOOM). Individual packages will range from \$10 to \$100; corporate packages range from \$1,000 to \$10,000. Look for more details about the event to come at www.kdf.org and on your favorite TV station.



KDF History to Be Showcased at Derby Museum

"Pegasus Released: A 50th Celebration Review of the Kentucky Derby Festival" is a new exhibit at the Kentucky Derby Museum, scheduled to open March 14. The exhibit, which will run through November, is being produced in

conjunction with Rowland Design, Inc. It is a tribute to the Festival's founders and all those who followed in their footsteps. The exhibit will be housed in the new Matt Winn Gallery on the second floor of the Derby Museum.



Split the Distance – Run a Marathon Relay

Not ready to run a full 26.2-mile marathon? You can still experience the excitement of the event, thanks to a new component of the 2005 Meijer Derby Festival Marathon. For the first time, runners can take part in the race by competing as part of a five-person relay team. "The relay is designed to give families, running club members, corporation employees and groups of friends the chance to be part of the marathon by assembling a team of five," said Mark Perry, KDF Event Manager. Marathon Relay Teams can be either all-male, all-female or coed. The marathon route will be divided into two 10-kilometer segments, two 5-kilometer segments and one 12.2-kilometer segment. For more information about the Relay, or to register a team online, log on to the Meijer Derby Festival Marathon and miniMarathon website at www.derbyfestivalmarathon.com. The fourth annual Meijer Derby Festival Marathon will be held in tandem with the 32nd annual Meijer miniMarathon on Saturday, April 30, starting at 7:30 a.m. near Iroquois Park.



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A Reunion for the Ages

A first-ever reunion of past Kentucky Derby Festival Official Artists attracted a crowd of more than 1,000 patrons to the Cascade Ballroom of the Kentucky International Convention Center on Jan. 27 for the Derby Festival Poster Premiere. Sonny Whittle - who also created the Festival's Official Poster in 1985 and 1990 - unveiled his KDF 50th Celebration Poster as 2005 Official Merchandise sales were kicked off with brisk business. Eleven poster artists, representing 16 different years of the poster, were in attendance at the event, which celebrated the

25th anniversary of the Official Poster Series.



Seventeen area frame shops took part in a silent auction featuring their best example of framing options for the 2005 poster. Bluegrass Frames won the Judge's Award in the competition and Art Emporium received the

People's Choice Award, which was voted on by event attendees. The posters are available at more than 15 local frame shops, the Kentucky Derby Museum and online at www.kdf.org. The first official event of the 2005 Derby Festival was sponsored by Midwest Insurance Alliance. Contributing sponsors were Oldies 103 WRKA, Greater Louisville Inc., Centerplate and Cardinal Printing/Redleaf Digital.



Nothing can match the feeling you get when you cross the finish line of the Meijer® Kentucky Derby Festival® Marathon or miniMarathon™. On April 30, you can be one of the thousands who aspire, perspire and inspire us all. To start the adventure, visit www.derbyfestivalmarathon.com



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The Best of the Best

Mark your calendars for two major Derby Festival events celebrating the accomplishments of area children to be held next month - the Awards Ceremony of the **Student Art Contest** on Monday, March 21, and the **Spelling Bee** on Saturday, March 26. The winners of the Art Contest will be honored at the Awards Ceremony, which begins at 7 p.m. in the Speed Art Museum Auditorium, 2035 S. Third St. The winning artwork will be on display at Art Sparks at the Speed from March 22-April 30. Contributing sponsors for the event are AmeriHealth Mercy Health Plan and 99.7 WDJX.



Thousands of students from across the state and Southern Indiana are participating in the preliminaries of the Derby Festival Spelling Bee. Winners representing more than 60 counties will compete in the Finals on March 26 at 11 a.m. at Churchill Downs. The event serves as a qualifier for the Scripps National Spelling Bee. The winner of the Derby Festival bee will then represent this area in the national competition to be held in June in Washington, D.C. The event is free for spectators. Sponsors are Kentucky Farm Bureau and Churchill Downs.

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and they'll pick a **winner**.



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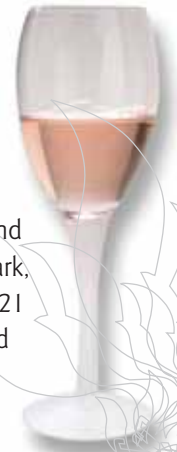
Festival Can't Be Far Off

The five designs for the 2005 Derby Festival Pegasus Pin Sponsorship Program will be unveiled on Friday, March 18, at the Derby Festival Office. The media-only event will begin at 10 a.m. and will kick off sales of the 2005 Pegasus Pins. Start your office pools now on which five events they will represent!



Grape News

The Derby Festival's newest event - WineFest - will be held May 3 and 4 on the Overlook at Waterfront Park, adjacent to the Chow Wagon. All 21 Kentucky wineries have been invited to participate and will offer samples of different varieties. Tickets to WineFest cost \$20 and will include one complimentary event wine glass, an event pin and admission to a 90-minute wine-tasting session. A wine-tasting guide, featuring information on the participating wineries and their products, will be distributed to patrons. The guide will also include a ballot for attendees to vote on their favorite wine in each of several categories. WineFest will be open for three sessions on both days - 3:30 to 5 p.m.; 5:30 to 7 p.m. and 7:30 to 9 p.m. Derby Festival's WineFest will be sponsored by Old National Bank.



The Festival Welcomes These New Sponsors:

Commonwealth Bank & Trust - New contributing sponsor of the Run for the Rosé

Old National Bank - WineFest

Downtown Marriott - Sponsor of the Spring Fashion Show

Know a company interested in being a part of the Festival's 50th Celebration? Have them email marketing@kdf.org or call Pat Armstrong at 584-6383.



FESTIVAL

Faces at the 2005 Poster Premiere



Merchandising Manager Jennifer Keesaer is interviewed by WAVE TV's John Belski.

WRKA personalities Jeff Ramsey & Gary Clark hosted the event.



KDF event manager Shanna Ward talks to Michael Sadofsky of Republic Bank about the 50th Celebration book.



Sony Whittle poses with the crew from MidWestern Insurance Alliance.



Want one of these?

No, not the 2005 Princesses, but the new Jack Daniel's Harley! \$10 raffle tickets are available at www.kdf.org or at the Carl Casper Auto Show February 25-27, where the motorcycle will be on display.

Coming Attractions:

Monday, March 14: 50 Years of the Pegasus Parade Museum Display Opening and 50th Republic Bank Pegasus Parade Float Draw.

Friday, March 18th: Pegasus Pin Kick-off.

Monday, March 21: Derby Festival Student Art Contest

Saturday, March 26: Derby Festival Spelling Bee

Thursday, April 14: DERBY FESTIVAL SPRING FASHION SHOW. Downtown Marriott. Preferred runway seating: \$60 each or \$600 for a table of 10. General seating: \$50 or \$500 for a table of 10. Sponsors: Downtown Marriott and Arison Insurance Services. Contributing sponsors: Event Decorators, Inc. and 102.3 The Max. Call 584-6383 to receive an invitation.



Bringing the Community Together Since 1956.

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