

Festival TIMES

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50 Years of Memories on Display

A photographic exhibit chronicling the evolution of the Kentucky Derby Festival opened August 4 at the Kentucky Derby Museum. "Kentucky Derby Festival @ 50: A Photo Parade" will be on display at the museum through December 31. The new exhibit is one of the first in a series of special events to commemorate the Derby Festival's 50th Celebration in 2005. Among the large crowd on hand for the exhibit opening were former Gov. Martha Layne Collins and Jack Guthrie, the honorary co-Chairs of the Festival's 50th Celebration, and Dan Owens, the 2005 Chair. Also seen were many Past Chairs including: D.A. Sachs, Bernie Rosenthal, Bill Summers, Penny Stegeman, Carol Hebel, Jim Judy, Tom DeMuth, Linda McGinity Jackson and Carolle Jones Clay, and also lifetime honorary members Diana Mangeot and Russell Anderson.



The Derby Festival has had a display of memorabilia at the museum for several years, but this is the first time the Festival has ever compiled a photo exhibit of this scale. "A Photo Parade" is just a taste of what's to come for the 50th and showcases select Festival events through the years. The exhibit is on the second floor and is included in the regular museum admission fee. Some historical images are featured, but the main vision of the exhibit is to show pictorially how these events have grown since their inception. A second archival exhibit primarily focused on the Pegasus Parade is scheduled to open next March.



Republic Bank Chairman and CEO Steve Trager announces its title sponsorship of the Pegasus Parade. See page 4 for more details.



50th Celebration co-Chairs Martha Layne Collins and Jack Guthrie cut the ribbon to open the Derby Festival photo display at the Kentucky Derby Museum.

Bedlam in the Streets
Chow Wagon
Pegasus Parade Run for the
10DF Marathon



One Good Turn Deserves Another



Clients of Youth Alive on their shopping spree at the Target store at Green Tree Mall

Thanks to the generosity of a New Jersey woman who won a Pegasus Pin Grand Prize shopping spree, three local community service groups were able to purchase \$1000 worth of uniforms and school supplies. Patricia Mull of Hackettstown, New Jersey, registered her Gold Pegasus Pin in April and won a \$2500 shopping spree at the Green Tree Mall in Clarksville, Indiana. After learning that she had won the prize, Mull decided to donate the winnings to charity.

When told of Mull's offer, the Green Tree Mall's management agreed to round the Grand Prize amount up to \$3000 in order for the three groups – **St. Anthony's Outreach Center, Nativity Academy at St. Boniface, and Youth Alive** – to each receive \$1000 worth of gift certificates. The money was distributed by the Kentucky Derby Festival Foundation, the charitable arm of the Derby Festival. Representatives from the three agencies met at the Target store at Green Tree Mall on August 9 to start their spending sprees.

Mull, who works for the Patterson (New Jersey) Social Security Office, was given the opportunity to use the gift certificates at a mall near her home that is owned by the same company that manages the Green Tree Mall.

"I come from a large family and our father died when I was young, so I know what it's like to be needy," said Mull. "I discussed it with my husband and we decided there were people who could use the money more than we could. We had such a great time in Louisville that we thought it would be a nice thing to do."



KDF Foundation Chair Juanita Beach presents a check to representatives of St. Anthony's Outreach Center



Bank executive Mark Wheeler presents Juanita Beach with a \$1,000 US Bank Visa Card as a donation to the KDF Foundation.

Making Concessions

The KDF Foundation will once again help raise funds for worthy causes by working concessions at five University of Louisville home football games at Papa John's Cardinal Stadium. Six volunteers will be needed to work each game and t-shirts will be provided. Last year's endeavor was a big success and everyone who worked had a great time. Anyone interested in working the concessions should contact Carl Mittelsten at 584-3378, ext. 854, or Ben Johnson at ext. 856.

The 2004 UL home schedule:
 Sept. 5 vs. Kentucky, 3:30 p.m.;
 Oct. 2 vs. East Carolina, 3 p.m.;
 Oct. 22 vs. South Florida, 8 p.m.;
 Nov. 10 vs. TCU; Nov. 27 vs. Cincinnati, 1 p.m.

The Kentucky Derby Festival Foundation receives and manages charitable contributions on behalf of the Kentucky Derby Festival, Inc., its supporters and the general public. The Foundation perpetuates the Festival's impact on the community by developing projects that highlight the Festival's influence on the area's cultural heritage. It works to further the Festival's educational and charitable mission through exhibitions and performances.

2004 was a banner year for KDF events benefiting charities, with more than \$258,000 raised for causes from scholarships and afterschool programs to feeding the homeless. Below are approximate proceeds from those events:

- Dare to Care Taste of Derby Festival.....\$100,000
- Ramble for the Roses.....\$48,000
- Lincoln Foundation BBQ.....\$46,000
- LVAA Boat Race Party\$30,000
- 100 Black Men Gala \$20,000
- KTOB Trainers Dinner.....\$10,000
- Urban League Guild Moonlight Cruise.....\$4,500

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Festival in the News

It's been four months since the 2004 Derby Festival wrapped up, but the Festival continues to make news. For the second year in a row, Thunder Over Louisville was named one of the "Top 100 Events in North America" by the American Business Association. The ABA is the leading trade organization for the group travel industry and serves as a guide to professional planners, as well as visitors bureaus, tourism officials, travel writers and the general public. The Top 100 list included fairs, festivals, parades, exhibits and theatrical productions.



Race registration for the Meijer Derby Festival Marathon & miniMarathon will open online on September 15th at www.derbyfestivalmarathon.com.

Thunder Over Louisville also received kudos in a story that ran in the July 4th edition of the Richmond (Virginia) Times-Dispatch. In a Travel Section feature story, Dr. Paul Marriott, President of the Canadian Fireworks Association, ranked Thunder the no. 4 fireworks show in the world. No. 1 on the list was the Montreal International Fireworks Competition, followed by the New Year's Eve display in Sydney, Australia, and the Macy's Fireworks Spectacular in New York City. A large color photograph of Thunder pyrotechnics was featured "above the fold" on the front page of the Travel Section.

A recent story on Runnersworld.com ranked the Meijer Derby Festival miniMarathon as the no. 10 half-marathon in the country. Coming in at no. 12 in the rankings was the Indianapolis 500 Festival Mini-Marathon. The article stated: "As the popularity of running 13.1 miles has surged in the last few years, so, too, has the number of half-marathons. The following 25 half-marathons stand out as the best..."

Local TV anchor and reporter John Boel was recently awarded an Emmy for his coverage of the Meijer Derby Festival Marathon/miniMarathon. Boel, who works for CBS affiliate WLKY-TV, won the award in the Sports Anchor category for his coverage of the event in 2003. He not only reported live and interviewed runners along the route, he also ran the race with them. Said Boel: "It's hard enough to run a marathon, let alone broadcast it live every step of the way, but I love doing it. I hope the people watching me live from the chopper are motivated to give it a try." The 40th annual Midwestern Regional Emmy Awards ceremony was held in Columbus, Ohio, in June.



Republic Bank In Step With Pegasus Parade

For the first time ever, the Pegasus Parade has a title sponsor for the Festival's oldest event. Republic Bank & Trust Company announced last month that it will boost its level of financial support for the Parade and has agreed to sponsor the Republic Bank Derby Festival Pegasus Parade through 2008. This significant increase in sponsorship will allow for capital improvements in the infrastructure of the Parade and will greatly assist in taking the event to the next level. The announcement was made on August 4 at the opening of the Derby Festival's photo exhibit at the Kentucky Derby Museum.



Special seating will go on sale in March for the May 5th event. Mark your calendars, the 50th Parade is on 05-05-05!

Said Steve Trager, Chairman and CEO of Republic Bank & Trust Company, "As Louisville's largest locally owned bank, we are proud to be the first-ever title sponsor of the Derby Festival's first and oldest event. As the Republic Bank Pegasus Parade celebrates its 50th anniversary, my 600 fellow associates are thrilled and delighted that we are able to continue our support of this event, keeping it free to our community."

Look for the 50th annual Pegasus Parade to feature some special guests and attractions and to close out the 2005 Derby Festival in grand style.

Fillies On The Move

The Fillies, Inc., an integral support group for the Kentucky Derby Festival, recently held its annual meeting and elected officers for the 2004-05 term. They are: President – Mary Broecker; President-Elect – Marian Wilbers; Vice President – Jeannette Aboud; Treasurer – Betty Moberly; Corresponding Secretary – Jenny Jacob; Recording Secretary – Marilyn Coslow. Newly elected Standing Committee members are: Myrian Bodner (Ball Chair); Mary Ann Cheatham; Helen Davis; Becky Fangman; Scottye Ghent; Carol Goodin; Gayle Haley (Program Chair); Diane Kurtz (Float Chair); Ellen Mellinger; Terry Mueller; Nancy Rust; Suzann Thompson; and Kathy Vittitoe.

Thanks to the Fillies for all their hard work on the 2004 Festival and perhaps the finest Fillies Ball to date. The event raised nearly \$40,000 for the KDF Foundation, making the Fillies the largest donor to the charitable giving arm of the Festival to date. The KDF 50th Celebration will provide plenty of opportunities for the Fillies to make even more of an impact in 2005!



Mary Broecker,
2004-05 President of
The Fillies, Inc.

Time to Put On Your Thinking Caps

Now that school is back in session, it's time to start thinking about three of the Derby Festival's student-related events. The **Derby Festival Spelling Bee** is tentatively scheduled for March 19 at Churchill Downs. Churchill's Triple Crown Room was a big hit last year, giving participants and parents from all over the state an opportunity to visit the historic racetrack. Spelling Bee packets are being mailed out this month to schools and county coordinators thanks to the sponsorship of the **Kentucky Farm Bureau and Churchill Downs**. The competition is open for students from 4th through 8th grade. John Tamplin is the three-time defending Spelling Bee champion and is expected to again take part in the Jefferson County competition in hopes of qualifying for the Derby Festival Spelling Bee.

It's not too early for youngsters to be thinking about submissions for the **Derby Festival Student Art Contest**. Thousands of area private, parochial and public school students will produce original works of art from their favorite Derby Festival events for the 29th annual Student Art Contest. Students from Floyd and Clark counties in Indiana are also invited to participate. Entries must be submitted through a school's art teacher, with the Awards Presentation tentatively set for March 21 in the Speed Art Museum Auditorium. Informational packets will be mailed to area schools in early January.



Academic Challenge, the nation's largest quick-recall competition for students, will be held April 28-29 at the Executive West Hotel. There are two divisions – junior varsity high school and middle school, with the eight top teams in both divisions advancing to the finals. The top four teams in each division receive cash prizes; winning teams receive \$1,000. Other awards are \$500 for second place, \$300 for third and \$200 for fourth. Winners must maneuver their way through roughly 2,200 questions reflecting school curriculum and general knowledge with five seconds to answer. The Finals and Award Ceremony will be held April 30 at the Executive West. For more information on any of these events, visit the Derby Festival website at www.kdf.org.



Thunder Strikes Twice

Last year's inaugural "Thunder into Louisville" motorcycle rally – a fund-raiser for Thunder Over Louisville – was such a success that WDRB-TV has decided to produce the event again.

This year's rally will be held on Saturday, October 9, starting at the Louisville Harley Davidson dealership at 1700 Arthur Street and finishing at Caesars Indiana. Thunder into Louisville will feature cash prizes for the top three finishers at the end of the five-stop rally. Details for the event are still being finalized – look for updates at or pick up a brochure at Louisville Harley Davidson. Thunder into Louisville is sponsored by WDRB-TV, Louisville Harley Davidson, Caesars Indiana, Sam Swope Auto Group and Dairy Queen. WLSR 105.1 FM will provide race day updates and remote broadcasts.



Rev up your engines on Saturday, October 9!

50 Years!

A Party 50 Years in the Making

Mark your calendar for Tuesday, September 28, as the Derby Festival unveils two major projects in conjunction with its 50th Celebration schedule of special events. The Louisville Palace will be the venue for the event, which features the release of Butler Books' new commemorative book, "The Kentucky Derby Festival: 50 Years of Fun."

Also on the bill for that evening is the premiere of KET's 60-minute documentary on the Festival's first 50 years. The film, produced by Aaron Hutchings, will air on KET on October 4 at 9 p.m. and KET2 on October 9 at 9 p.m. Proceeds from the event will be shared by the Kentucky Derby Festival Foundation and The Commonwealth Fund for KET.

The event will begin at 5 p.m. with a party on Fourth Street outside the Palace theatre featuring music by Mike Gibson and Louie Lange, former vocalists for the original Monarchs, and period decorations from the 1950s. Doors open at 6:30 and the film screening will begin at 7. A \$25 ticket includes a special commemorative pin and the screening; \$150 VIP tickets include the screening, pin, cocktails, hors d'oeuvres and a copy of the commemorative book. The film, which took more than a year to produce, will focus on the Derby Festival's founding, a behind-the-scenes look at Festival events in production and a look at where the KDF is headed. For tickets, which are available beginning September 7, call the Derby Festival Office at (502) 584-6383, the Louisville Palace Box Office or any TicketMaster location.

The 200-page book is available in two editions - \$29.95 for the regular edition and \$85 for a collector's edition with linen and leather covers. Volume order discounts are offered for 10 or more copies of the book. Supplies are limited – order by calling the Derby Festival Office or purchase online at www.kdf.org.



Butler Books is producing the Official Celebration Book.



Festival All Over the Bluegrass

For those who thought Derby Festival events are held only in Jefferson County, guess again. The Festival's cold-air inflatable Pegasus made its out-of-town debut in the Oldham County Days Parade on July 17 and was met with a warm and enthusiastic reception. The Traveling Parade Unit then made an appearance in the Kentucky Heartland Festival Parade in Elizabethtown on August 28. The theme of the E-Town parade was "Saluting Americans Who Keep Our Heartland Free." The KDF unit was adorned with American flags and lots of red, white and blue.

This new touring unit is a part of the promotional outreach to make people across the state aware of the Festival's upcoming 50th celebration. Staff members and parade volunteers are working Saturdays throughout the summer and fall to hand out brochures along the route and help entertain the spectators. Anyone interested in participating may contact Shanna Ward at 584-3378, ext. 850. If you would like a stack of brochures for your office, please call Aimee Boyd at ext. 819.

The remaining Traveling Parade Unit's schedule includes: the Black Gold Festival in Hazard on September 18; Festival of the Horse in Georgetown on September 25; the Christmas Parade in Owensboro on November 20 and the Christmas Parade in Lexington on December 4.



Sponsorship Opportunities ABOUND

The Kentucky Derby Festival events that this community enjoys each spring take many civic-minded corporate sponsors to help make it happen. Financial support from the corporate community allows the Festival to be one of the best-produced festivals in the world. As we prepare to enter the 50th Anniversary Celebration of the Kentucky Derby Festival, we need your help to make the 2005 Festival bigger and better than ever.

Event and **Corporate Package Sponsorships** are available for the Golden Celebration. As your company is preparing your fall budget, consider how your organization can support the annual right of springtime – The Kentucky Derby Festival!

Become involved at a level which centers on event tickets as a package sponsor, or use an event sponsorship to position your firm as a leader in the community.

Utilize team entries and event sponsorship as a way for employees to be involved on a more intimate level with Derby Festival. Put a company team in the BB&T Great Bed Races, the Meijer Marathon/miniMarathon, or the Run for the Rosé.

The **U.S. Bank Great Balloon Race** is a great way to float your company name high above the city and the crowds with a hot-air balloon with your company name or logo! (Balloons will be provided upon request).

If your company or a friend's company is interested in becoming involved with the Derby Festival, call Don Schieman, at (502) 584-3378 ext. 836. The Marketing staff will work hard to find opportunities that support your company's mission and budget.

Involvement with the Derby Festival is your way to support the events many look forward to in the springtime. It provides the whole community the opportunity to participate in the fun and excitement, which surrounds the greatest two minutes in sports.

The time is now to become involved. Come help us celebrate 50 years of fun and bringing the community together. Be a part of your Kentucky Derby Festival!



KY DERBY
FESTIVAL

Wanted: Royal Court Candidates

It's that time of year – the Derby Festival is looking for candidates to become Derby Festival Princesses and comprise the 49th Royal Court. Applications can be found by logging onto the Festival's website at www.kdf.org. Applications must be mailed and postmarked by Oct. 25. This is a great opportunity for any talented young woman to become an official ambassador for one of the world's leading civic celebrations.

Applicants must be single, female residents of Kentucky or the metropolitan area (Clark, Floyd and Harrison counties of Indiana), poised and outstanding in her community. A candidate must be a full-time student during the current academic year, attending a university, college or accredited professional school with a minimum accumulative GPA of 2.7 on a 4.0 scale. She must be 18 years old on or before December 31, 2004. All applicants must attend a screening on Saturday, November 20 or 27 at the Galt House.

The Princess selection process is a self-nominating procedure. The program represents the Kentucky Derby Festival and is overseen by members of The Fillies, Inc., a non-profit organization of 250 of the finest community volunteers.

In addition to coordinating the Princess Program, the women produce the gala Derby Ball, during which the Derby Queen is selected and her Derby Court established. The court will be selected in January with the Queen chosen by a "spin-of-the-wheel" at the Derby Ball on April 22, 2005. Each Princess receives two \$500 scholarships – one from The Fillies, Inc., and one from the Kentucky Derby Festival. In addition to other sponsor gifts, each woman receives a complimentary wardrobe.

For more information, click on the "Royal Court" page at www.kdf.org.



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