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Bluegrass
Family Health

www.bluegrassfamilyhealth.com

Official Poster makes debut at Poster Premiere

As snow fell and temperatures plunged in Louisville, the Kentucky Derby Festival brought the promise of spring at its first event of the year. International artist and Louisvillian Joe Weber was selected as the Official Poster Artist for the 2004 Derby Festival and his work was unveiled at a gala premiere at the Kentucky Center on Jan 29. An overflow crowd was on hand to enjoy food and drink and witness the debut of Joe's 2004 image. A live auction, featuring Festival Fantasy packages for VIP treatment at several top events, was held for the first time. Attendees received free gifts and were able to purchase 2004 Official Festival Merchandise. The event was sponsored by Midwestern Insurance Alliance, with contributing sponsors

Oldies 103 WRKA, Greater Louisville Inc. and the Kentucky Center. The posters are available at most area frame shops. T-shirts, caps and other merchandise are available at A Taste of Kentucky, Kentucky Derby Museum and Meijer locations now, and a growing list of other major retailers by March. The entire line is also available online at www.kdf.org.



2004 KENTUCKY DERBY
FESTIVAL



Whole Foods Market to make Valentine's Day even sweeter



Whole Foods Market, the world's largest retailer of natural and organic foods, is opening its first store in Kentucky on Feb. 12 at 4944 Shelbyville Road. On Saturday, Feb. 14, Whole Foods Market will donate 5% of that day's sales to the Kentucky Derby Festival Foundation, a non-profit organization supporting cultural and educational events and charities. From noon to 2 p.m., 2004 KDF Poster Artist Joe Weber will hold an autograph session at the store. The 2004 Derby Festival Royal Court will be on hand from 3 to 5 p.m., greeting customers and signing autographs. The day's festivities will be capped at 8 p.m. with a fireworks show produced by Zambelli Fireworks Internationale.

Please patronize the new Whole Foods Market location and support the Derby Festival Foundation on Valentine's Day. A musical performance by the Fabulous Leopard Percussionists of Louisville will be held from 2 to 4 p.m. on Feb. 14 and a "taste fair" of locally grown products will be offered from noon to 4 p.m. Whole Foods Market is located in the former Drug Emporium location, next to Geoffrey's Toys 'R' Us.

Bedlam in the streets
Plover Louisville
Marathon
KDF Marathon
Chow Wagon
Pegasus Parade Run For the
Marathon



Thunder Over Louisville receives prestigious SMA award

Thunder Over Louisville, the Derby Festival's Opening Ceremonies, was recently honored by the Sales Management & Marketing Association with the Premier Vendeur Award. It was the first time in the 65-year history of the SMA that an event was awarded the Premier Vendeur, which is given "to honor persons or organizations that have excelled in selling Louisville and/or Kentucky to the United States and/or the world." The award has only been given 12 times, with past recipients including Muhammad Ali, Colonel Harland Sanders, Foster Brooks and Jerry Abramson. The Premier Vendeur was presented Feb. 6 at SMA's annual Awards Dinner at the Seelbach Hilton Hotel. Thunder Over Louisville's sponsors – Caesars Indiana, Ford Motor Co. and UPS – were also honored by the SMA with Pinnacle Awards for their sponsorship of the event.



Harley raffle to benefit Thunder

The one-of-a-kind Harley Davidson Sportster motorcycle with a custom "Maker's Mark paint job" that is being raffled by the Derby Festival to support Thunder Over Louisville will be on display at several events in the next three months. Upcoming appearances for the bike include the Carl Casper Auto Show Feb. 20-22 at the Kentucky Fair & Exposition Center; the Maker's Mark

One-of-a-kind Harley Davidson Sportster to be raffled this year



Ambassadors Party at the Kentucky Horse Park in Lexington on April 9, the Meijer miniMarathon/Marathon packet pickup at the Bluegrass Family Health Derby Festival Running Wild Expo on April 22 and 23; and the Waterfront Park Chow Wagon during its entire run from April 22 to 30. Raffle tickets, which cost \$10, are being sold at: the Kentucky Derby Festival office, 1001 South 3rd St; Louisville Harley Davidson, 1700 Arthur Street; and Fox 41 WDRB-TV, 624 W. Muhammad Ali Blvd. The drawing for the Harley Davidson Sportster will be held at the Waterfront Park Chow Wagon on April 30, 2004, and will be televised live on Fox News @ 10.



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Stylin' at The Seelbach

The Derby Festival Spring Fashion Show, traditionally a sold-out affair, is set for Thursday, April 8, in the Seelbach Hilton Hotel's Medallion Ballroom. Preferred runway seating is \$58 each or \$580 for a table of 10 on a first-come, first-serve basis. General seating is \$48 each or \$480 for a table of 10. Cocktails will be served beginning at 5:30 p.m., with dinner served at 7. The Fashion Show will start at 8. The contributing sponsor is 102.3 The Max. Call 584-6383 to request an invitation.

Geoffrey's Toys 'R' Us to sponsor Student Art Contest

The Derby Festival welcomes Geoffrey's Toys 'R' Us as the new sponsor of the Derby Festival Student Art Contest. To help students practice their artistic skills, coloring pages featuring Geoffrey – the Toys 'R' Us giraffe mascot – will be available at area stores. The Student Art Contest Awards Ceremony will be held at 7 p.m. on Monday, March 22, at the Speed Art Museum Auditorium. The winning artwork will be on display from March 22 to April 30 at Art Sparks at the Speed Museum. The event's contributing sponsors are: AmeriHealth Mercy Health Plan, Sylvan Learning Center, WFTE Great 58 and 99.7 WDIX. Students in K-12 may enter. Ask your child's art teacher about your school's participation.

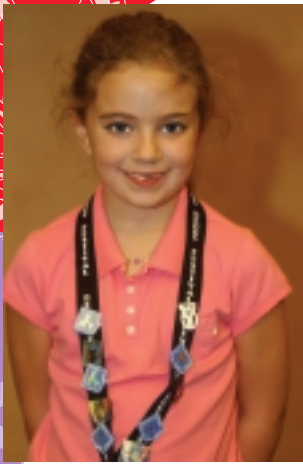


Shantell Palmer's winning entry in the 2003 Student Art Contest



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Spring can't be far behind ...

The 2004 Pegasus Pin Sponsorship Program will kick off on Monday, March 15, at 5 p.m. at the Brown Theatre on Broadway. "Pins on Parade" is a free event that will include the Pegasus Parade theme announcement, the Float Position Draw and the Pin kick off with the unveiling of the five Pegasus Pin designs by Poster Artist Joe Weber. Pin trading, which made a successful debut last year, will also be featured. Join Parade sponsor Republic Bank as they host the official "Beat the Clock" ticket sale to the parade, announce the theme and introduce the 2004 float sponsors. Floats will also draw for their position in the parade. Tickets to the April 29 Pegasus Parade are \$8 for bleacher and \$10 seating; review stand seating is \$29.

Pin Trading returns on March 15

Get on board as a Thunder Funder

Plans for another great Thunder Over Louisville are well under way, but the Derby Festival needs as much support as possible to stage the event. Businesses and individuals can do their part by joining the Festival's Thunder Funder Program. The Thunder Funder Program is an avenue the Derby Festival has created for you to help support a one-day event that provides an economic impact in excess of \$31 million and brings the community together in celebration. Thunder Funder packages range from \$100 to \$10,000 and above. A variety of package benefits are available for Thunder Funder participants, including prime viewing seats for Thunder and positive exposure for your organization. We can even create a customized Thunder Funder package. All you have to do is contact the Derby Festival Office and we'll work with you to put together a package that suits your needs.



2004 Kentucky Derby Festival Princesses pictured top row l to r: Maria Maldonado, Terri Seay; bottom row l to r: Mary Beth Elliott, Rebecca Rayman, Anar Mashruwala

The 2004 Derby Festival Royal Court will be on hand at Whole Foods Market on Feb 14, from 3 to 5 p.m., greeting customers and signing autographs.



Presented by Bluegrass Family Health
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