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## **Red, White & You – returning to Clement Park**

### *Foothills seeking community sponsors*

Foothills Park & Recreation District and The Foothills Foundation are pleased to announce their partnership to work hand in hand with the community to bring back the beloved Red, White & You patriotic event in 2011.

Created in 2005 by Foothills District staff member Kate Dragoo, Red, White & You reached phenomenal success in its short four year run as a free community event which featured food concessions, community booths, kid attractions, live entertainment and a fireworks display – with free admission to the public. Attendance projections from the first year were 12,000 and grew to nearly 40,000 attendees in 2008, the last year the event was held. Given the financial challenges that the District has been facing since 2008 after a failed Mill Levy attempt, the decision was made to cancel the event as it could no longer financially afford to continue to provide funding for the event.

However, in the spirit of being creative and finding new ways to provide programs and services, the District has decided to collaborate with The Foothills Foundation and other excellent community partners in order to bring back this event, which has been missed by many in the community. If the community successfully steps up to provide the much needed funding, the District will only be providing in-kind planning and coordination support and the community, in essence, will be providing this event for itself.

District staff members and a small committee of community minded individuals have been contacting community businesses in an effort to secure the funding necessary to hold this event. To date, there are many proud community sponsors who have helped the event raise nearly three-fourths of the funds necessary to hold the event. Those who have committed to sponsoring Red, White & You 2011 thus far include: **The Foothills Foundation, Bellco Credit Union, Tony's Market, Alpine Buick GMC, IHOP, Concordia on the Lake, Beef 'O' Brady's, Wells Fargo Bank, Miller Heiman Inc., ARC Thrift Stores, Blaster Bouncer Jumping Castles, Inc. and Sign-a-Rama – Lakewood.** The District is actively seeking additional sponsors to help complete the remaining balance that will supplement revenues received from vendor and booth fees. The 2011 event date is scheduled on Friday, July 1 from 5-10 p.m. at Clement Park.

Executive Director Ronald Hopp said, "We are very humbled and proud to have created such a popular family event and we want to continue to see it grow, however in these hard economic times the District could not continue to financially support the price tag a free event like this costs. Therefore, this is an excellent opportunity for the community to take pride and provide this event for itself. We're still looking for community business sponsorship or donations from community members to complete our total sponsorship goals and we are confident that this great community will step up for this wonderful patriotic event."

If you or your company would like to support the return of Red, White & You in 2011, please contact Kate Dragoo at [kate@fhprd.org](mailto:kate@fhprd.org) or 303.409.2525 for sponsorship information.

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*Foothills Park & Recreation District, founded in 1959, serves a community of 90,000 residents in a 28 square mile area of unincorporated Jefferson County generally bounded by Hampden Avenue south to C-470 from Sheridan Boulevard west to the Dakota Hogback. The District operates the Ridge Recreation Center, Edge Ice Arena, Lilley Gulch Recreation Center, Peak Community and Wellness Center, four outdoor swimming pools, Indoor Sports*

*Arena, Foothills Golf Course complex, Meadows Golf Course, and 71 park sites totaling more than 2,600 acres and including three regional parks, 44 neighborhood and community parks and 24 greenbelts. In addition Foothills manages six regional trail corridors for public use, which, combined with park trails, total 38.3 miles. For more information visit [www.ifoohills.org](http://www.ifoohills.org) ,or call 303.409.2100.*