

DERBY FESTIVAL UPDATE

2008 Kentucky Derby Festival: April 11 – May 2

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CHARITIES RAISE OVER \$223,000 FROM KDF RACES

June 18, 2008– LOUISVILLE, KY – The Kentucky Derby Festival is pleased to announce that 14 local, national and international charitable organizations took part in the 2008 Derby Festival Marathon and miniMarathon on April 26, raising more than \$223,099 for their respective causes. The charities were assisted by the Kentucky Derby Festival Foundation, the Derby Festival's charitable arm. The KDF Foundation established criteria for organizations to be recognized as Official Charity Partners of the races and Foundation board members and volunteers were assigned as liaisons to help coordinate the fund-raising efforts.

"We are absolutely thrilled that these organizations were able to raise nearly a quarter of a million dollars for such deserving charities," said Mike Berry, President and CEO of the Kentucky Derby Festival. "We have increased the amount of money raised every year since the race Charity Module debuted. The Derby Festival Foundation is proud to be part of such an important effort and we hope to build on it every year."

The Leukemia and Lymphoma Society raised more than \$175,000 utilizing the KDF race Charity Module, said Campaign Manager Katie Anderson. "This was the biggest single-day fund-raiser of the year for the Leukemia and Lymphoma Society," said Anderson. "We had 54 participants in 2008, most of them from Louisville and Lexington. This is the third year we've taken part in the Derby Festival races and we've doubled the number of team members every year. We really push the teams to raise in excess of the minimum amount required, and they really did that this year. We raised more than \$40,000 than we had budgeted for the event. We hope to have 100 team members in 2009."

In 2008, the Christopher and Dana Reeve Foundation utilized the KDF Charity Module to raise funds and awareness for spinal cord injury research. It was only the second running event in which the organization has taken part since its inception. The focus of the Foundation's participation this year was the plight of a five-year-old Louisville boy, Chase Ford, who suffered a spinal cord injury in 2005. Team Reeve raised more than \$50,000 for the Foundation. Said Kerin Caudill, Director of Team Reeve: "As an official charity partner, we received overwhelming support from the Derby Festival staff. It was an amazing experience for our team to have such energy and enthusiasm along the course and at the finish."

In addition to the Christopher and Dana Reeve Foundation and the Leukemia and Lymphoma Society, the following organizations were Official Charities of the 2008 Derby Festival Marathon and miniMarathon: The American Heart Association, The Children's Hospital Foundation, Gilda's Club of Louisville, The James Graham Cancer Center, Kentucky and Southern Indiana Stroke Association, Run to Remember / National Hospice Foundation, Ovarian Awareness of Kentucky, St. Jude Children's Research Hospital, Systematic Treatment of Autism & Related Disorders (STAR), Teb's Troops, Tourette Syndrome Association and Visually Impaired Preschool Services.

Coverage Note: The Kentucky Derby Festival Foundation will make a check presentation to representatives of the charities at a luncheon at The Jefferson Club in downtown Louisville on Wednesday, Oct 15, at Noon. The event is open to the media for interviews and photographs.