

# DERBY FESTIVAL UPDATE

2010 Kentucky Derby Festival: April 10 – April 30

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## CHARITIES RAISE OVER \$120,000 FROM KDF RACES

**June 22, 2009 – LOUISVILLE, KY** – The Kentucky Derby Festival is pleased to announce that 14 charitable organizations took part in the 2009 Derby Festival Marathon and miniMarathon on April 25, raising more than \$120,582 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're thrilled that these organizations were able to raise such a considerable amount for such deserving charities," said Mike Berry, President and CEO of the Kentucky Derby Festival. "It takes a tremendous amount of training and organization to coordinate these efforts and we're very thankful for everyone involved in helping it come together. The Kentucky Derby Festival Foundation is proud to be part of such an important effort and we hope to build on it every year."

Gilda's Club of Louisville, which increased its fund-raising total from \$103 in 2008 to \$15,710 in 2009, was named "Charity of the Year" by the Kentucky Derby Festival Foundation.

Said Karen Morrison, President/CEO of Gilda's Club of Louisville: "Rather than take a passive approach, encouraging others to raise funds for Gilda's Club through participation in the miniMarathon, we decided this year to be full participants and create our own team. The team consisted of paid and volunteer staff and members who are living with cancer. As full participants, we were fully engaged and encouraged those who care about us to support our efforts, which translated into more dollars. The effort has also translated into continued fitness and Team Gilda is going to train year-round."

In addition to Gilda's Club of Louisville, the following organizations were Official Charities of the 2009 Derby Festival Marathon and miniMarathon: James Graham Brown Cancer Center, Kentucky and Indiana Stroke Association, Kosair Children's Hospital, Leukemia and Lymphoma Society, National Hospice Foundation, Ovarian Awareness of Kentucky, Safe Place, St. Jude Children's Research Hospital, Team Reeve, Tourette Syndrome Association, University of Louisville Autism Center, USA Cares and the YMCA of Louisville.

The Kentucky Derby Festival Foundation, a 501 C 3 not-for-profit charity, 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.

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