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FOR IMMEDIATE RELEASE
March 31, 2010

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**ONE REEL ANNOUNCES 1-YEAR HIATUS OF
THE FAMILY 4TH AT LAKE UNION FIREWORKS SHOW**

Plans are underway to reinstate the popular community celebration in 2011

SEATTLE - One Reel, the Seattle based, not-for-profit arts organization announces today this year's Family 4th at Lake Union celebration and fireworks show will go on a 1-year hiatus due to lack of corporate sponsorship. One Reel is already working to find sponsors to revive the free community event at Gas Works Park in 2011.

Since 1988, One Reel has produced the highly anticipated annual 4th of July celebration, which draws approximately 50,000 revelers to Gas Works Park, as well as 200,000 fans on Lake Union in watercraft and in surrounding neighborhoods, and another 200,000 television viewers. This event, hailed by *Forbes Travel Magazine* and *Time Magazine* as one of the top Independence Day fireworks displays in the country, is free to the public, made possible through the generosity of a single corporate sponsor each year. Over the past two decades, One Reel has partnered successfully with sponsors, including Fratelli's, Cellular One, AT&T, WaMu and Chase, who underwrite the production costs of this civic event. For the past 15 months, One Reel worked to secure a title sponsor for the 2010 Family 4th at Lake Union, but was not able to find a supporter in time to produce the event this year.

"Deciding not to move forward with this year's Family 4th at Lake Union was incredibly difficult," stated One Reel CEO Toni Aspin, "but without the financial support of a community sponsor, the event is not possible. As a non-profit, One Reel's core mission is to create premier events that engage and enrich our

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community and, for over twenty years, the Family 4th at Lake Union has been one of those events. We are incredibly passionate about this community celebration, and are committed to bring it back next year.”

“One Reel recognizes the value of this annual celebration, which has become such an integral part of Seattle’s cultural fabric,” stated Aspin. “We are looking for a sponsor who shares our priority of continuing to provide Seattle with opportunities to celebrate both with family *and* community, and finds this vision aligns with their business objectives. We know that company exists, and we will continue our search so we can revive the Family 4th at Lake Union in 2011.”

A letter announcing the 2010 hiatus of the Family 4th at Lake Union, addressed to the greater Seattle Community and written by One Reel Board President, Tomoko Matsuno, is available to read online at www.family4th.org.

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For more information on the Family 4th at Lake Union please contact Mikhael Mei Williams, One Reel Marketing & Communications Director at 206.816.6454 or mwilliams@onereel.org.

ABOUT ONE REEL

One Reel is an independent, not-for-profit producer of the Northwest’s premier music and arts events including Bumbershoot®: Seattle’s Music & Arts Festival, Family 4th at Lake Union and Teatro ZinZanni. For more information, visit onereel.org.