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STARBUCKS AND MICROSOFT JOIN RESTAURATEUR TOM DOUGLAS  
AND OTHER COMMUNITY LEADERS IN EFFORT TO RAISE FUNDS TO  
SUPPORT THE 2010 FAMILY 4<sup>TH</sup> AT LAKE UNION.

*Community response spurs One Reel to set up [www.Family4th.org/donate](http://www.Family4th.org/donate) to  
collect individual donations to save the 2010 fireworks celebration*

SEATTLE, WA – Starbucks and Microsoft just announced they are joining restaurateur and celebrity chef Tom Douglas and other community leaders to support Seattle’s tradition of the Family 4<sup>th</sup> at Lake Union celebration produced by local non-profit arts organization, One Reel. Together, Starbucks and Microsoft will match – \$125,000 each, covering half the cost of the event – contributions raised through the effort Tom Douglas began with Dave Ross on his News Talk 97.3 KIRO FM morning program.

Individuals and corporations, who wish to make a minimum pledge of \$1,000, can go to [www.mynorthwest.com](http://www.mynorthwest.com) or email [savethe4th@mynorthwest.com](mailto:savethe4th@mynorthwest.com). If the funds needed to save the 2010 fireworks show can be raised by end-of-day on Monday, April 5<sup>th</sup> the pledges will be collected upon and sent to One Reel.

Due to the overwhelming response from the general public who wish to contribute in smaller increments to support the Family 4<sup>th</sup> celebration, One Reel launched [www.family4th.org/donate](http://www.family4th.org/donate). This website, along with [www.mynorthwest.com](http://www.mynorthwest.com), are the only websites authorized to accept donations in support of this event.

“The community support around this event has been wonderful to witness,” One Reel CEO Toni Aspin stated. “We never expected there would be such an outpouring of enthusiasm with people rallying around to ensure the event takes

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place this year. I hope we are successful; One Reel would like nothing more than to produce this event for Seattle with so much help from our community.”

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For more information on the Family 4<sup>th</sup> at Lake Union please contact Mikhael Mei Williams, One Reel Marketing & Communications Director at 206.816.6454 or [mwilliams@onereel.org](mailto: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 4<sup>th</sup> at Lake Union and Teatro ZinZanni. For more information, visit [onereel.org](http://onereel.org).