



FOR IMMEDIATE RELEASE

June 7, 2010

Mikhael Mei Williams
Marketing & Communications Director, One Reel
206.816.6454 or press@onereel.org

**THE 2010 FAMILY 4TH AT LAKE UNION: A CELEBRATION FOR THE PEOPLE,
BY THE PEOPLE—SUPPORTED 100% THROUGH THE GENEROSITY OF
LOCAL BUSINESSES AND INDIVIDUALS—TAKES PLACE SUNDAY, JULY 4
FROM NOON TO 11PM AT GAS WORKS PARK**

*Event Highlights Include Special Pre- and Post-Fireworks Show Performance
by Seattle Favorites, The Presidents of the United States of America
Seattle Jazz Vocal Great Greta Matassa to Sing National Anthem
Family-Friendly Activities, Games, and Free Entertainment
Fireworks Musical Soundtrack Simulcast Exclusively on 97.3 KIRO FM
Television Broadcast on KING 5 in HDTV*

Seattle, WA – The **2010 Family 4th at Lake Union** takes place from **noon to 11pm** at **Gas Works Park (2101 N. Northlake Way)** on **Sunday, July 4**. This free event, produced for over 20 years by One Reel and, this year, proudly supported entirely through the generosity of nearly 300 local businesses and individuals, has truly cemented its standing as a cherished Northwest family tradition. The remarkable grassroots campaign, initiated by restaurateur and One Reel Board Member Tom Douglas, led by 97.3 KIRO radio host Dave Ross and completed in just under 24 hours, demonstrates Seattle's commitment to this event and unbreakable community spirit. The extraordinary circumstances of this year's event are reflected in the 2010 official tagline, "**A Celebration For The People, By The People,**" and are captured in the original artwork created for a commemorative poster by acclaimed local artist, **Carl Smool**.

In the spirit of community, this year's Family 4th at Lake Union will feature a broad range of family-friendly activities on the Playfield, as well as additional games and entertainment for people of all ages throughout the park, many of which are courtesy of local businesses. There will also be the traditional selection of food vendors onsite and a lakeside beer garden for attendees 21 and over.

This year's event will also feature a very special pre- and post-fireworks show performance by one of Seattle's favorite hometown bands, **The Presidents of the United States of America**. Local jazz great **Greta Matassa** will perform the National Anthem, with **Seattle Fire Department's Walter Kilgore Honor Guard** to

provide the colors.

The event culminates with the highly anticipated, world-renowned fireworks show at approximately 10pm. The Family 4th at Lake Union fireworks show is routinely recognized as one of the best in the country and is produced by Pyro Spectaculars, one of the largest display companies in the U.S. This will be the 14th year Pyro Spectaculars has worked with One Reel to design a dramatic fireworks display that is precisely timed and perfectly choreographed to a music soundtrack. This year, due to the overwhelming community support for this event and desire to participate in maintaining this iconic Seattle celebration, Pyro Spectaculars is contributing a significant amount of additional product to the finale portion of the show. It will be approximately 21 minutes in length and reach heights of 1000' feet, making it visible from not only neighborhoods around Lake Union's natural amphitheater, but to West Seattle and beyond.

The fireworks are perfectly synchronized to a unique musical score, broadcast throughout the park's concert-quality audio system, featuring a mix of popular, patriotic and celebration themed songs. This year, the fireworks soundtrack will *also* reflect the unique circumstances surrounding the outpouring of community support that saved the celebration, and will therefore feature songs about gratitude, friendship and overcoming obstacles. Those enjoying the fireworks from vantage points around Lake Union are encouraged to listen to the show's musical score simulcast exclusively on 97.3 KIRO FM.

KING 5 TV's Dennis Bounds and Meeghan Black will host the Family 4th at Lake Union live broadcast in HDTV, beginning at 10pm.

ACTIVITIES

This family-friendly event offers engaging, hands-on, FREE activities at the Playfield from noon to 8pm. Highlights of the Playfield activities include:

Field Games, Hosted by Starbucks: Beyond its commitment as a major donor of the event, Starbucks is hosting activities and fun field games on the Playfield. Coffee sack and three-legged races, coffee bean bag tosses and more will keep kids and parents happily entertained and active throughout the day.

Acrobatics and Circus Arts: The School of Acrobatics & New Circus Arts (SANCA) is dedicated to improving the mental and physical health of children of all ages by engaging them in the joyous creativity of acrobatics and circus arts. At the Family 4th event, SANCA will provide a static aerial rig, tightwire, and juggling equipment to engage, entertain and delight kids in the exploration of acrobatics and circus performance.

Euro-Bungy and Climbing Walls: This all-ages activity center offers participants the choice of jumping mid-air, twirling, and spinning on a bungee trampoline platform or climbing the face of a 24' ft. rock wall and overcoming the challenges on the way to the top.

Face Painting: Kids can let their faces be the canvas as talented face-painters use their artistry to airbrush colorful and creative designs to decorate smiling faces and celebrate the holiday.

Kite Making: Kids are invited to dive into a wide variety of art supplies and kite-making tools to create a kite that expresses their unique artistic vision. With plenty of grassy park available to run around in, kids will have fun spending the afternoon trying to catch the Lake Union breeze and watch their kites soar.

Wacky World: This giant, inflatable play center for kids 3-12 is 120' feet of slides, tunnels, obstacles and fun.

In addition to programming found in the Playfield, there will be a number of activities located throughout the park grounds provided by community organizations and local radio stations.

Giant Campus: Inspired by today's youth and the creative ways they approach emerging technologies, Giant Campus teaches cutting-edge technology, along with teamwork skills, to help youth reach their full creative potential. At the Family 4th event, Giant Campus will bring interactive games and activities to engage and inspire youth at the event.

Radio Stations: Radio stations onsite this year onsite include 107.7 The End • 103.7 The Mountain • KUBE 93 • 106.1 KISS FM • 100.7 The Wolf • KEXP 90.3 FM Each station will provide fun, hands-on activities at their booth location that the whole family can enjoy including craft projects, carnival games, video games and more.

Several businesses associated with the Wallingford Chamber of Commerce will join the fun this year and offer a range of activities throughout the park.

Rocking Chair Races, hosted by Wallingford Chamber of Commerce: The outdoor version of this popular benefit held by Wallingford Chamber of Commerce is coming to Gas Works Park. Compete in the races or buy a raffle ticket to win amazing prizes from Wallingford area businesses with all proceeds from the event to benefit the Wallingford Community Senior Center, a gathering place for seniors, their families, friends & community.

Cakewalks, Hosted by Trophy Cupcakes: Everyone's a winner at this fun Playfield activity hosted by Wallingford's Trophy Cupcakes. Kids 3-12 can participate in fun cakewalks held throughout the day for their chance to receive delicious cupcakes. Random giveaways for grownups will also take place, so there's a fun (and yummy) reason for people of all ages to stop by Trophy Cupcakes at the event.

Dunk Tank, hosted by Not A Number Cards & Gifts: Whether you're trying to dunk someone or in the seat yourself, who doesn't love a good dunk tank splash? This year, Wallingford's Not A Number Card & Gift store brings the dunk tank fun to the Family 4th.

Inflatable Sumo Wrestling, hosted by Fuerte Fitness: A popular local Wallingford gym will bring fun inflatable sumo wrestling to the park. Watch friends, family members, and strangers alike don hilarious giant inflatable suits and compete against each other for ring supremacy.

REFRESHMENTS

Food and Beverage: A wide range of food and beverage vendors will be open from noon to 10pm featuring time-honored holiday menu choices of hot dogs, hamburgers, roasted corn, and ice cream. Additional options include pizza, BBQ, gyros, and Elephant Ears as well as non-alcoholic beverages, coffee drinks and smoothies.

Park guests are welcome to bring personal food and beverages in to Gas Works Park, including coolers (subject to search). Personal barbecues and alcoholic beverages brought from outside the park are **not** permitted. The barbecues on the park grounds are available to guests on a first-come, first-served basis.

The Family 4th encourages all park guests to stay hydrated throughout the day. There will be two free, self-serve water refill stations available to event attendees who bring personal reusable water bottles.

Beer Garden: Beer and wine will be available in the lakeside beer garden from noon to 9:30pm. Proper ID must be presented. In addition, beer garden guests can compete in scheduled rounds of beer garden trivia hosted by trivia master William Matthewson of Idiot Trivia at Murphy's Pub.

GETTING THERE

Parking at the Family 4th is very limited. The Seattle Police Department will be implementing a street closure plan, similar to last year, providing for residential access only to the neighborhood surrounding Gas Works Park. A map of the SPD street closure plan, including access points and times the closure is in effect, is

forthcoming and will be available at family4th.org.

All event attendees are encouraged to utilize alternate means of transportation whenever possible. Walking or riding bikes on the Burke Gilman Trail is an easy way to attend the event and minimize post-fireworks traffic congestion. Cyclists may enter through an express access bike entrance on the northwest side of the park to take advantage of the free bike parking area inside.

Buses will be running on a reduced holiday schedule, limiting the number of buses operating, scheduled stops, and amount of guests they can accommodate after the fireworks. All guests arriving to the park by bus are encouraged to prepare an alternate method of return transportation, as the buses available after the fireworks will not be able to accommodate all guests.

Patrons are encouraged as they make their way through Wallingford and Fremont, two of Seattle's most vibrant and eclectic neighborhoods, to stop in and support the businesses that are open on the holiday. A list of businesses staying open late offering places to relax and wait for post-fireworks traffic to subside will be posted on Wallingford Chamber of Commerce and Fremont Chamber of Commerce websites. More information on business hours and holiday specials will be available at wallingfordchamber.org and fremont.com in the coming weeks.

For maps, Lake Union boating details, street closures, and further transportation information visit family4th.org.

STARBUCKS 5TH OF JULY LAKE UNION CLEANUP

In a fun follow-up to the Independence Day event, Starbucks is proud to organize the 5th of July Lake Union Cleanup. In the spirit of keeping our neighborhoods clean and healthy and thanking our Lake Union neighbors for their hospitality, Starbucks is inviting community at large to join their partners (employees) to come out for a day of service to re-beautify the area.

Starbucks will not only coordinate the cleanup efforts on land, but will also sponsor the cleanup on Lake Union's waters, which will be conducted by Puget Soundkeeper Alliance. Man-made debris is harmful to our water ecosystems and Puget Soundkeeper Alliance works year-round to remove trash from our lakes, rivers and Puget Sound. Fireworks are an important piece of our culture, and Starbucks and Puget Soundkeeper Alliance are proud to be stewards of the environment as well as helping to make this event successful.

To sign up for the event and get additional details, visit starbucks.com/seattle and pugetsoundkeeper.org/.

ABOUT OUR DONORS

This event would not be possible without the incredible outpouring of support from local businesses and individuals. While we wish to express our deepest appreciation to all donors, a very special thank you is reserved for two hometown companies—Microsoft and Starbucks. Their generous match of \$125,000 each, combined with the community donations, saved this year's Family 4th at Lake Union.

In addition to the generous support of our donors, we'd like to express our deepest gratitude to Tom Douglas, Dave Ross, News Talk 97.3 KIRO FM and MyNorthwest.com. Thank you for your vision and spirit, and for having faith in One Reel, the greater Seattle community and the Family 4th celebration.

A complete list of donors is available at family4th.org/donors.

For more information on the Family 4th at Lake Union visit family4th.org or contact Mikhael Mei Williams, Marketing & Communications Director at 206.816.6454 or press@onereel.org.

###

ABOUT ONE REEL

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