



FOR IMMEDIATE RELEASE

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**ONE REEL ANNOUNCES NEW FUNDING MODEL FOR FAMILY 4TH AT LAKE UNION
INSPIRED BY INDIVIDUALS AND BUSINESSES WHO DONATED TO SAVE THE 2010 EVENT**

Seattle non-profit organization One Reel reaffirms their commitment to continue producing the free, civic celebration with the rollout of hybrid donor/sponsor driven funding model

Seattle, WA – One Reel, the local not for profit event producer of the **Family 4th at Lake Union** for over 20 years, reaffirms their commitment to continue producing the celebration and announces a new funding strategy that will sustain the event for 2011 and beyond. Drawing inspiration directly from the nearly 300 local businesses and individual donors who rallied to save the event in less than 24 hours, the new model will provide donation opportunities as well as sponsorship packages for individuals and businesses to be able to contribute to the civic event.

While One Reel didn't initially consider soliciting donations for the 2010 event, the overwhelming public response to saving this cherished Independence Day celebration caused the organization to rethink the sponsorship model that has been in place since the event was first created in 1988. As of July 1st, family4th.org will be prepared to accept donation pledges and sponsorship inquiries for the 2011 event. A variety of contribution levels and corresponding benefits for both donors and sponsors are available, but there is no minimum or maximum to give to the event.

"The amazing outpouring of generosity from our community really underscores the significance people place on this event," stated One Reel CEO Toni Aspin. "It provided us with a renewed sense of purpose and gave us direction while exploring alternatives to fund the event. We hope this new approach, which incorporates both donation and sponsorship opportunities, will give the community the chance to stay connected and committed to the event and sustain it far into the future."

ABOUT DONATING OR SPONSORING THE EVENT IN 2011 AND BEYOND

One Reel is now accepting donation pledges and sponsorship inquiries for the **2011 Family 4th at Lake Union**. Please visit family4th.org for detailed information about the new funding options or to donate online. Sponsorship inquiries can be submitted by email at sponsorship@onereel.org. There is no minimum or maximum amount to give to the event.

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.

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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.