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## **SEATTLE SAVES THE 2010 FAMILY 4TH AT LAKE UNION**

**Small and big business and individuals pledge \$500,000**

**in less than 24 hours to save the Independence Day celebration**

SEATTLE, WA – One Reel Board President Tomoko Moriguchi Matsuno announced this morning that the 2010 Family 4<sup>th</sup> at Lake Union Fireworks celebration **will take place after all**, thanks to a grassroots campaign started by News Talk 97.3 KIRO FM's Dave Ross and local restaurateur Tom Douglas. Their "Rockets Red Glare Radio-thon" rallied local business and individuals each to pledge \$1,000 or more to save the iconic Independence Day fireworks display and celebration, and **in less than 24 hours**, they hit the goal of \$500,000, the cost of producing the daylong family-focused event.

On Thursday, April 1, Dave Ross had started his morning show lamenting the loss of Seattle's only Independence Day fireworks display, as it had been announced the prior afternoon that One Reel, the non-profit arts organization that



has produced the event since 1988, had not secured a title sponsor in time to produce the event in 2010. Within a few minutes, Tom Douglas called Ross on-air, pledging \$5,000 to save the civic event, and challenging local business to do the same. Ross responded with \$1,000 of his own money, and the grassroots campaign was instantly under way.

Small businesses initially stepped up in response to Tom and Dave's challenge with gifts of \$1,000 or more. By the end of business yesterday, the spontaneous campaign had received over \$450,000 in pledges, including \$125,000 each from Microsoft and Starbucks, \$25,000 from Nordstrom, \$50,000 from Vulcan, and \$10,000 each from Seattle Bank and Charlie's Produce.

In response to the demand from Seattleites looking for an opportunity to contribute as well, One Reel quickly launched a website for individuals wishing to make smaller donations. Through those private contributions of less than \$1,000 and the continued support from local small businesses such as Turner Construction, Hale's Ales, and Merrill Gardens, the \$500,000 mark was reached at 9:00 a.m. this morning.

"O.M.G! It's on for 2010!" said Tomoko. "We are deeply moved by the outpouring of support from the community. I am honored to announce that we will be once again shooting fireworks over Lake Union."

A letter addressed to the greater Seattle Community from Tomoko is available to read on the Family 4<sup>th</sup> website. The complete list of the contributors is also available at <http://www.family4th.org/>.

"I'm delighted to announce that this year's title sponsor of the Family 4th at Lake Union is the People of Seattle," said Toni Aspin, CEO of One Reel. "This has



been an amazing 24 hours. We are proud of our city and we can't wait to give back the best party ever."

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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 the Family 4th at Lake Union:**

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 has been hailed by *Forbes Travel Magazine* and *Time* magazine as one of the top ten Independence Day fireworks displays in the country, and is listed as one of the top five displays in the country by the American Pyrotechnic Association. Free to the public, the Family 4th at Lake Union has been made possible through the generosity of a single corporate sponsor each year... until this year when small business and individual donors in Seattle rallied and set the bar for local big business to make matching pledges.

### **About One Reel:**

One Reel is a dynamic not-for-profit arts organization founded in 1972 by Norm Langill.

One Reel's mission is to be a cultural driver in the Pacific Northwest and beyond, invigorating broad and diverse live audiences through imaginative and creative events of all disciplines in traditional and non-traditional venues. One Reel's



philosophy is to reach new audiences, make an impact, and have fun while doing it.

Known for large-scale public celebrations that contribute to the vitality of the Northwest urban arts scene, One Reel projects have included Bumbershoot: Seattle's Music & Arts Festival, Teatro ZinZanni, Family 4th at Lake Union, Summer Nights Concert Series, The Dreamliner Arts Festival, Goodwill Arts Festival, WOMAD and dozens of other memorable events. In 2008 received the Grand Pinnacle for Best Event (Bumbershoot) – the highest honor bestowed by the International Festivals and Events Association.