

April 8, 2011

NEWS ADVISORY

*Hats Off
Luncheon*



**Fifth Annual 'Hats Off' Luncheon,
"WE'RE MAKING HISTORY"
and Riverfront Fusion Public Concert
will be FIRST Events Held in the New
Cincinnati Riverfront Park
MAY 26, 2011**

The Women's Committee of Cincinnati Riverfront Park will hold its Fifth Annual 'Hats Off' Luncheon, **"We're Making History"** — Thursday, May 26, 2011 beginning at 11:00 a.m. at The Jacob G. Schmidlapp Stage and Event Lawn at Cincinnati Riverfront Park.

Later that evening from 5:30-9:00 p.m. on the Schmidlapp Lawn, the Women's Committee will present a FREE live public concert, **Riverfront Fusion**, featuring four live LOCAL bands playing a variety of Jazz, R&B, Rock and Salsa.

These events will be the first to be held at the new Cincinnati Riverfront Park.

"This year's luncheon—which has already generated unprecedented early ticket sales since plans for the luncheon were publicly announced earlier this year— will be a celebration of the partnerships between civic and corporate leaders, as well as every member of the Women's Committee of Cincinnati Riverfront Park, who have supported and envisioned the completion of this magnificent riverfront greenspace," noted Debbie Oliver and Helen Heekin, Co-founders of the Women's Committee and Co-chairs of this year's luncheon. **"Those wanting tickets should quickly call 513.357.2616.**" Then, the evening's FREE Riverfront Fusion Concert will be the first of many such cultural events for which this park was created. The impact of this park to drive tourism, business, real estate values and regional health cannot be understated. As more features in the park are completed over the next months, it will be clear that this park will become our city's new front door."



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'HATS OFF' LUNCHEON DETAILS:

- A champagne reception will begin at 11:00 a.m., followed by a gourmet luncheon and presentation at 12:15 p.m.
- Event emcee, Willie F. Carden, Jr.— Director of Cincinnati Parks—will welcome Tom Murphy, the luncheon's Keynote Speaker. Tom represents the Urban Land Institute and was also the former Mayor of Pittsburgh, PA.
- Attendees, both men and women, are encouraged to wear their favorite hats to celebrate this historic event on the riverfront.
- To commemorate the opening of the Cincinnati Riverfront Park, a limited edition of a specially designed silk scarf by artist Denise Strasser will be available for purchase. The scarf celebrates the addition of Cincinnati Riverfront Park to the city's nationally acclaimed parks system. Scarves can be ordered online at CincinnatiParks.com, click on "Support Parks".
- The fourth annual Phyllis W. Smale Award—honoring creative vision related to civic improvement—will be presented to Anne M. Zaring.
- **Tickets can be ordered online at CincinnatiParks.com. Tickets are \$100 (Gardener); \$250 (Special Friend); \$500 (Patron); or \$1000 (Benefactor). Commemorative scarf, \$100. Underwriting and sponsorship opportunities are available.**



Willie F. Carden, Jr., Director of Cincinnati Parks, will be the Hat Luncheon Emcee.

RIVERFRONT FUSION DETAILS:

- The FREE concert will begin at 5:30 p.m. on the Schmidlapp Event Lawn.
- Bands (local!) include:
 - Second Wind (*R&B & Jazz*)
 - Acapulco (*Salsa*)
 - Groove Doctor (*Rock, Funk, Blues, Country*)
 - Triage (*Contemporary Jazz*)
- Food and beverages will be available for sale from Montgomery Inn.



(L-R) *Second Wind, Acapulco, Groove Doctor and Triage* will perform in the first annual Riverfront Fusion Concert on the Jacob G. Schmidlapp Stage and Event Lawn in the new Cincinnati Riverfront Park.



This year's Hat Luncheon sponsors include:

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The Women's Committee of Cincinnati Riverfront Park continues to provide meaningful financial and public support to the Cincinnati Riverfront Park. To date, the Women's Committee has raised nearly \$1,000,000 for Cincinnati Riverfront Park.

For more information on tickets, underwriting and sponsorship opportunities, contact Cincinnati Parks Foundation Development Associate, Alicia Krall, at (513) 357-2616.

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The City of Cincinnati's Park Board—a long-time and much-trusted steward of our region's natural resources—is leading the construction of Cincinnati Riverfront Park. The new 45-acre public park-- a regional attraction which will welcome millions of visitors to downtown Cincinnati—is being built with a blend of federal, state, city and private dollars. Construction of this destination park, located adjacent to The Banks development, is moving forward collaboratively but independently from the Banks project. The Cincinnati Riverfront Park project is progressing on time and on budget. Citizens are invited to visit www.MyCincinnatiRiverfrontpark.com to see the exciting park designs and video updates of park construction.