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ANNOUNCING THE 38th ANNUAL CHUN CAPITOL HILL PEOPLE'S FAIR

Denver, Colo. – May 19, 2009 – Plans are nearly complete for one of Denver's largest, and one of the region's longest-running annual events – the 38th Annual CHUN Capitol Hill People's Fair, produced by Capitol Hill United Neighborhoods, a registered Denver neighborhood organization. **The People's Fair will be held on Saturday, June 6 from 10:00am-8:00pm, and Sunday, June 7 from 10:00am-7:00pm at Civic Center Park in Downtown Denver.**

Over the years, the Capitol Hill People's Fair, voted Best Annual City Festival of 2005 and 2006 by the readers of *Westword* and the *Rocky Mountain News*, has given back to the Capitol Hill community. Non-profit organizations staffing the soft drink and beer booths at the People's Fair earn a portion of the money raised at their respective booths for their organization. The People's Fair began at Morey Middle School in 1971 with a gathering of about 2,000 people. Through the years, as the Fair has grown, it was moved to East High School (in 1976), and finally, to Denver's Civic Center Park (1987).

The CHUN Capitol Hill People's Fair is one of the largest two-day festivals in the country with over 250,000 fairgoers, and is one of Colorado's longest-running outdoor urban festivals featuring handmade arts & crafts, food from local restaurants, and live local entertainment. Special features of the People's Fair include a wine pavilion (in its fourth year), the Mural Project (groups of Denver youth design and create theme-based murals during the Fair), and a continually-growing Kids and Family Area with kids craft projects, a carnival, and much more.

"We are excited to bring to the community for the 38th consecutive year, the Capitol Hill People's Fair," said Executive Director, Roger Armstrong. "With the economic challenges of late, we are happy to bring a *free*, fun-filled weekend of arts, entertainment and great food and drink. With such an amazing response from arts & crafts and food vendors and non-profit organizations, you can expect a packed weekend of festivities. We're anticipating record crowds this year as more people are choosing to stay close to home and take advantage of events like the People's Fair."

(more)

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This year's Fair will continue to showcase live local entertainment on six stages. The Capitol Hill United Neighborhoods (CHUN) Main Stage will be located at the Greek Amphitheatre, the perfect setting to listen to your favorite band. The eclectic musical line-up will also include a special tribute to longtime People's Fair Entertainment Chair, Sharon Rawles, and will include performances by Opie Gone Bad, Hazel Miller, Brethren Fast, and Chris Daniels and the Kings. Other stages include the Miller Lite Stage, the Pepsi Stage (new location - northwest corner of 14th and Broadway), the Performance and Cultural Stage Presented by Comcast, the Colfax & Bannock Stage, and the Studio 1430 Bandstand.

Located adjacent to the Studio 1430 Bandstand will be the Studio 1430 Wine Pavilion, sponsored by Croft Wine. In its fourth year at the Fair, the Wine Pavilion continues to be a place of relaxation in the middle of an active Civic Center Park. Fairgoers will again be able to relax in the shade, enjoy listening to jazz, swing and big band music on the Studio 1430 Bandstand and sip a quality glass of wine.

The Comcast Kids Corral will again be located near the Seal Pond, on the north end of the park, and will continue to incorporate the traditional face painting, caricature artists, the bubble tower, kids crafts projects run by Dragonfly Innovation and KOSI 101, and educational exhibits such as a fire safety obstacle course and exhibits from the Colorado History Museum and the Buffalo Bill Museum.

With over 250 artists displaying their hand-crafted goods, the People's Fair is Colorado's Premier Arts and Crafts Festival. Artists from across the country make the trip to Denver each year to sell jewelry, wearable art, glass items, clay sculptures, wood carvings and much, much more. When considering pricing and selection, there is truly something for everyone at the People's Fair.

More than 30 different food vendors serving a variety of festival food will be dishing up delectable treats. Baklava and gyros, barbeque, chocolate-dipped fruits, dumplings and noodles, as well as husk-roasted corn and turkey legs can all be found at the People's Fair, along with many more delicious treats! Food courts will again be located on Bannock and Broadway.

The Street Side Mural Project returns to the Fair, near the non-profit booths and the Performance and Cultural Stage Presented by Comcast. Current groups include Urban Peal, Family Tree - Gemini, Platt Forum, and Colorado's Finest Alternative High School. These teams will be designing and creating 6' x 8' murals on the fairgrounds. This year's theme of "Change" should encourage an exciting display of original art created by area youth.

Located in the heart of the city at Civic Center Park, getting to the People's Fair is easy. There is ample parking within blocks of the park. \$5 parking is available at the Cultural Facilities Garage on Broadway between 12th and 13th Avenues; \$10 parking is available at the James Merrick State Parking Facility, located on the southeast corner of 14th Ave. and Lincoln St. as well as other public lots and metered parking.

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The People's Fair encourages our fairgoers to take public transportation or ride your bike – there are a number of RTD buses that go directly to Civic Center including the 16th St. Mall Shuttle bus. For those people coming from the North or South the RTD Light Rail is a simple way to make your way downtown. Bike Denver will offer secured bicycle parking for \$1 at 14th and Lincoln, in the northeast corner of Lincoln Park.

This year, the People's Fair has expanded its Green Program, which began in 2008. As the People's Fair celebrates its 38th year this year, we are striving to take steps in the effort of creating a more sustainable event. Last year, the People's Fair Greening initiative got underway with the inclusion of a Green Education Tent, the use of recycled paper for People's Fair printed material (including programs, posters and fliers), and the implementation of a back-of-house recycling program for our arts & crafts and food vendors. We utilized two dumpsters for recycle, and estimate we recycled approximately 10-15% of waste generated at the event.

This year, we have taken this initiative to the next level, forming a committee (People's Fair GREEN Team) to tackle the specific waste issues that surround the People's Fair. We have looked into many areas of the fair such as our vendors, entertainment (120 bands on six stages), the wine pavilion, the volunteer tent, and beer and soft drink sales locations to develop a plan addressing many of the waste issues these sectors create.

Components of the Green Program include:

- Education of our vendors, volunteers, and festival attendees;
- Recruitment of a People's Fair GREEN Team (volunteer support);
- Presence of the GREEN Team members throughout the fairgrounds to educate our attendees on what waste can be recycled, and what items are trash (volunteers will man posts at each Recycle Station to ensure that people are separating waste from recyclable items);
- Recognition for "Official People's Fair Green Vendors" for food vendors who meet required criteria (examples of criteria include – no Styrofoam, use of biodegradable dishware and bulk condiments);
- Outreach to non-profit organizations in the field of renewable energy, car share programs, solar companies, and more, for on-site participation during the event;
- Exploring a compost pilot program – for 2009 or 2010;
- Actively pursuing Corporate Sponsors to partner with the People's Fair and provide funding for the Green effort, with hopes to further expand this program in future years.

We hope this program will not only encourage our vendors and attendees to be Green at our event, but also provide them with the knowledge to do so in future endeavors. We recognize that education is an integral component of a successful Green program, and we are striving to educate our vendors and attendees on ways they can "Go Green."

The 38th Annual CHUN Capitol Hill People's Fair is presented by Miller Lite and FOX 31 News. Associate Sponsors include Pepsi-Cola Bottling Group, Comcast, *The Denver Post*, Entercom Denver stations 99.5 The Mountain, KOSI 101, Studio 1430 AM and Alice 105.9, and Jagermeister. The City and County of Denver is a supporting sponsor.

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