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FOR IMMEDIATE RELEASE

A Taste of Colorado Invites Nonprofits and Service Groups to Participate in Annual Fundraising Program

*A Taste of Colorado continues a 21-year tradition of giving back to the community through its Fundraising Program:
The festival welcomes returning service groups and encourages new organizations to join the program by
volunteering at the 2017 festival in exchange for a donation*

DENVER – (July 6, 2017) – [A Taste of Colorado](#) - the annual four-day, free-admission, music, food, shopping, and family fun festival held Labor Day weekend in Civic Center Park - has announced it is accepting applications from nonprofits and other service organizations to participate as volunteers at the event, in exchange for a donation to their causes. Each participating organization is awarded a donation relative to the number of hours their members volunteer. The festival has been giving back to the local community through this program every summer since 1996. Over the years, A Taste of Colorado has donated more than \$3,000,000.00 to community and nonprofit organizations following the annual festival.

Throughout the event, A Taste of Colorado sells water, soft drinks, alcohol, and beverage tickets to attendees at booths throughout festival grounds. Participating service groups provide volunteers to work in these booths facilitating sales of the products and thereby accruing volunteer hours on which their donation is based.

The festival's fundraising program is crucial to the event's success over the years and serves as an engaging and effective fundraising mechanism for the numerous community organizations. Over the past two decades, the festival has partnered with a wide variety of groups including high school and college booster groups, sororities and fraternities, animal rescue organizations, choirs, and performance troops. Work hours contributed by these groups are logged throughout the festival and are matched with a donation at the conclusion of the event. Due to the vital contributions volunteers make to the festival itself and to improving Denver's neighborhoods, schools, and local communities, A Taste of Colorado finds giving back in this way to be a valuable tradition worth carrying on from year to year.

“Ever since the earliest days of the festival, when it was known as the Festival of Mountain and Plain in the late 1800s, the event has been a community-oriented production,” said Sharon Alton, Vice President of the Downtown Denver Partnership. “Attendees are Colorado residents and tourists alike and span all ages, demographics and backgrounds. Volunteers work tirelessly over the holiday weekend to make this city tradition a success each year and we, in turn, insist on providing support for the missions of each and every volunteer group.”

This year, A Taste of Colorado is thrilled to welcome back numerous loyal service groups; notably, the Navy Information Operations Command Colorado and Ethnic College Group. Other returning service groups include Ralston Valley High School Music Boosters, University of Northern Colorado Swimming & Diving, Rocky Mountain Feline Rescue, and East High School Boys Basketball, among many others.

“The reward received based on our participating volunteer hours has been instrumental in funding our annual team building event,” said Krystal Perez, fundraising coordinator at Navy Information Operations Command Colorado. “A Taste of Colorado is a way for our men and women to enjoy their peers’ company as well as celebrate our newly advanced Chiefs. Our team building event is one that our crews really get excited about and it wouldn’t be possible without the festival’s fundraising program.”

Organizations must be Colorado nonprofits or community service organizations, and must be able to provide volunteers during all four days of the event for all hours that the event is open, in order to be eligible. The Service Group Brochure with additional information and the application to participate is currently available on the festival website at <http://atasteofcolorado.com/fyi/participate/fundraising/>.

The 34th Annual A Taste of Colorado is Sept. 1-4 in Downtown Denver's Civic Center Park with hours 11:30 a.m. to 10 p.m. Friday, 10:30 a.m. to 10 p.m. Saturday and Sunday, and 10:30 a.m. to 8 p.m. Monday. For additional information or inquiries about the Fundraising Program, please contact Megan Flotten at servicegroups@atasteofcolorado.com or Sarah Megna at SarahM@EventsbyEMG.com.

About A Taste of Colorado

A Taste of Colorado is a four-day, free admission festival produced by the Downtown Denver Partnership. The event takes place over Labor Day Weekend in Downtown Denver's Civic Center Park. In addition to local and worldly cuisine, six music stages and shopping, there will be local artisans featured in the Arts & Crafts Marketplace, culinary demonstrations, and interactive activities, rides and games for kids. A Taste of Colorado is the ultimate end-of-summer opportunity for residents and visitors to experience the *sounds, tastes, and sights* of Colorado's diverse cultural traditions and Western heritage. For more information, visit www.ATasteofColorado.com, check out A Taste of Colorado on [Facebook](#), follow @ATasteofCO on Twitter, Instagram and Snapchat and search #ATasteofCO, or call (303) 295-6330.

About the Downtown Denver Partnership

The Downtown Denver Partnership, Inc. partners with public, private and non-profit entities to implement high-impact strategies, outlined in the organization's long-term strategy the [2007 Downtown Area Plan](#), to support its vision for an economically healthy, growing and vital Downtown Denver. For more information, visit www.downtowndenver.com.

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