

PRESS KIT

ALAMO HEIGHTS NIGHT 2008

April 18, 2008

“IT’S PARTY TIME IN ‘09”

Contact: Rick Berchin

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PUBLIC SERVICE ANNOUNCEMENT

Looking for a family event to kick off Fiesta in San Antonio? Nothing is more fun than the twenty second annual Alamo Heights Night on Friday April 18. “Party Time in ‘09” is staged by the Alamo Heights Rotary Club for the benefit of local charities and community service support.

Alamo Heights Night takes place at the Alamo Heights Swimming Pool in Olmos Basin at 250 Viesca. The gates are open from 5:30 – 11:30 p.m. Admission is just \$9 for adults and \$1 for children under 12. Advance tickets can be purchased at Creative Chocolates in Lincoln Heights beginning March 18.

Plenty of food booths from local restaurants, your favorite beverages, games, rides, karaoke, and live entertainment by the Rick Cavender Band, the Mo-Dels, and Tennessee Valley Authority make for a great evening.

There is free park and ride service from Alamo Heights High School and the Alamo Heights Methodist Church.

ADDITIONAL BACKGROUND INFORMATION

ALAMO HEIGHTS NIGHT 2008

EVERYTHING IT’S CRACKED UP TO BE, AND MORE!!

How would you like to put on a family oriented block party for over 12,000 neighbors, involve all of your Rotary Club members, provide outstanding fellowship opportunities, raise significant amounts of money for charity, and have fun doing it? In the late 1980’s, the Alamo Heights Rotary Club, San Antonio, Texas, was looking for a project that would do that and more. From its modest beginnings in 1987, the event known as Alamo Heights Night has developed into one of the most popular and highly respected events in the Fiesta City of San Antonio.

The Club's registered service mark is "It's Party time in '09" (the "09" being the locally recognizable last two digits in the Club's zip code 78209). By 1994, the event had grown sufficiently that the Rotary Club established a separate 501©(3) Texas Limited Liability Company with a Board of seven Rotarian managers to plan and coordinate Alamo Heights Night. Planning is a year-around activity, and each of the managers supervises several of the committees responsible for the many activities that make it a successful event.

Involvement of the over 100 Rotary Club members in either or both the planning and conduct of the event has improved the fellowship and general interaction within the club. Everyone looks forward to playing a role in the event's success.

Alamo Heights Night is run outdoors on Alamo Heights City property which the Club fences in for crowd control and security. It is always run from 5:30 p.m. until 11:30 p.m. on a Friday night in late April. Normally, this is the first night of Fiesta Week in San Antonio. There is continuous entertainment from quality local bands and professional games and rides. Over 750 volunteers from local businesses and nonprofit organizations participate in the event. Local restaurants and non-profit organizations operate approximately 100 booths. The Club normally operates multiple park and ride locations in the area to reduce the problems of limited parking at the event site.

Funds are raised primarily from gate admissions, concession sales at the event, sponsor donations, sale of merchandise such as t-shirts, and a raffle. Alamo Heights Night has been very successful and the Club has raised over \$1,500,000 for charity. The Club accepts applications from local charities; applications must be endorsed by one of the Club members. The applications are reviewed by the Club's Finance Committee and approved for distribution by the Board of Directors of the Alamo Heights Rotary Club and the Board of Managers of the Alamo Heights Night LLC. Beneficiaries include a wide range of local charities as well as the Club's scholarship program. Periodically, some of the funds raised are used to sponsor special projects for the local school district or other organization. It is truly an exciting and rewarding opportunity to be able to put on an event that is enjoyed year after year by our community and at the same time benefits so many worthwhile causes.

For additional information concerning Alamo Heights Night, please

contact: Rick Berchin (824-2462) for organizations desiring to run any activity at Alamo Heights Night and for any general information concerning Alamo Heights Night.