

## News Release

### **Fremont's 50th Anniversary Celebration Gains New Sponsors Fundraising Efforts Off To A Strong Start**

**Fremont, California, July 6, 2005**—Celebrate Fremont, the community-based planning organization for Fremont's 50<sup>th</sup> anniversary celebration, today made public major gifts that will help to fund next year's celebration. Earlier this year NUMMI and the City of Fremont kick-started fundraising efforts by contributing \$10,000 each. At a recent fundraising dinner held at Massimo's for key Fremont business leaders, further pledges and actual donations were announced. Six businesses have individually committed to a sponsorship of \$50,000; they are: Santa Clara Development, Fremont Bank, SummerHill Homes, Catellus, Dale Hardware and Ardenbrook, Inc. Pledges of \$25,000 have been made by CalCoast Financial, Washington Hospital Healthcare System, and The Saddle Rack. Commitments at the \$10,000 level have been made by Palo Alto Medical Foundation, Pan Pacific Bank, Mission Peak Co., Balch Enterprises, Charter Properties, Gonsalves and Kozachenko, Fremont Automall, Murco Management and Synnex Corporation. The Frisbie Planning Company donated \$5,000.

Celebrate Fremont has also received commitments for significant in-kind donations from Allied Waste Management/BFI, Payment Processing, Glenmoor Realty, and The Argus. Detailed information on contributions as well as the ability to donate online can be found at [www.celebratefremont.org](http://www.celebratefremont.org).

“We are delighted that the fundraising effort is gaining such momentum,” said Irene Koehler, chair of the executive steering committee for the all-volunteer group. “Generosity of this

magnitude illustrates the inspiring level of commitment our citizens and businesses are making to Fremont. The leaders of these businesses have the vision to see themselves playing an important role in supporting the future of this community.”

Celebrate Fremont began planning for the anniversary observance with public meetings, attended by hundreds of residents, held in January at Fremont Main Library. Since that time, a steering committee and a complex of teams and sub-committees have formed and met regularly. Based on ideas originally generated by the community, plans for celebrating the city's 50<sup>th</sup> anniversary have been designed to build and strengthen relationships between and among individuals, community groups, the City of Fremont and local businesses.

“Planning a celebration which is open to everyone in Fremont and which reflects all that is special about the community is a huge task, one which cannot be accomplished without strong backing from local businesses,” explained Koehler. “Although our fundraising goals are extremely ambitious, we are confident that businesses and individuals will continue to share the vision of this historic celebration. The spotlight celebration, Celebrate Fremont @ The Park, will be held on September 9 – 10, 2006. As this is over a year away, plans, along with cost estimates, are still being formulated and refined. Based on what we know now, we are hoping to raise \$750,000. With the generosity of the community and businesses, we believe we will reach this goal. We have been honored that numerous talented individuals and businesses have already stepped forward to offer their services at no charge, enabling us to creatively leverage sponsors' contributions to gain the most benefit for the money.”

“From a business perspective, this is a unique opportunity to rally behind something truly unique and historic,” points out Suzanne Lee Chan, vice-chair of the executive steering committee. “Our drive to include everyone in the celebration will allow the entire community to be touched in some way by activities throughout the year. We want to have an observance worthy of the city. Donors and volunteer involvement will continue to be vital elements of a memorable anniversary.”

### **About Celebrate Fremont**

The city of Fremont officially came into existence on January 23, 1956. Celebrate Fremont began in January 2005 with a grassroots community brainstorming session. The group is a dynamic, inclusive volunteer planning organization for the celebration of Fremont's 50<sup>th</sup> anniversary. Committees have formed and plans are developing for the yearlong observance in 2006. The signature event will be called "Celebrate Fremont @ the Park" and is slated to take place September 9-10, 2006 in Fremont's Central Park. More volunteer opportunities will arise throughout this year and next. Those who would like to receive periodic updates can add their contact information to the distribution list on Celebrate Fremont's Web site, [www.celebratefremont.org](http://www.celebratefremont.org) or call Celebrate Fremont's headquarters at 510-790-9352. The Celebrate Fremont office is located in Fremont at 4589 Eggers Drive.

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