

FOR IMMEDIATE RELEASE:

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July 4th is just around the corner and **Spirit of the Fourth, Inc.**, is in the final stages of its planning for the thirty-ninth annual Independence Day Celebration to be conducted in Rancho Bernardo on Friday, July 4th. This year's theme is, appropriately, "***Courage Under Fire***" and we will pay tribute to our military service members and to our community's first responders: men and women of the our local police and fire departments. This year's grand marshal will be County Supervisor Pam Slater-Price.

Independence Day commemorates the birth of our Nation as signified by the signing of the Declaration of Independence Day on July 4th, 1776. It is a day on which to reflect upon our Nation's strengths (and, perhaps, opportunities for its improvement) and to celebrate and commemorate those strengths and cherish the freedoms we enjoy in this great country. Finally, it is a day to commemorate and appreciate the many people who have sacrificed, and those who are, every day, sacrificing, that we may enjoy "liberty and justice for all."

Spirit of the Fourth, Inc., is an all-volunteer, non-profit (501 (c)(3)) corporation comprising both individual volunteers and representatives of local non-profit organizations: **Rotary Club of Rancho Bernardo, Sunrise Rotary Club**, and the **Los Rancheros Kiwanis Club**.

As it has for a number of years, the celebration will comprise several activities over the entire day, from the Community Fair in Webb Park to the fireworks, which will, once again, be conducted at the Bernardo Heights Middle School. And, of course, the activities will include the annual Independence Day parade which will circumnavigate the large city block which houses the Bernardo Plaza Shopping Center and the Remington Club.

Representatives of the **Rotary Club of Rancho Bernardo** are planning the VIP Reception, which will be open to Freedom Club members (donors of \$100 or more) and ceremony VIPs. It will occur at 1:00 pm at the San Diego National Bank and we thank that institution for its continuing patriotic support of the Independence Day Celebration. We also offer our appreciation to the Soup Plantation for providing the food, including a variety of appetizing hors d'oeuvres selections, for the VIP Reception. We will also serve wine, beer, and soft drinks. Admission to the VIP party is by invitation only. Freedom Club members and celebration VIPs will receive invitations.

Representatives of the **Rotary Club of Rancho Bernardo** are also planning the Community Fair at Webb Lake Park. The Webb Park activities will commence at 7:30am with a pancake breakfast—returning for its second year—hosted by the **Poway Kiwanis Club**. As in previous years, there will be booths and vendors around Webb Lake. The children's activities will include: face painting, four games, and an inflatable jump. The **Rancho Bernardo Courtyard Marriott** will offer alcoholic beverages for sale on its patio (they must be consumed on the Marriott's premises).

The “*Wheels of Freedom Motor Show*” also returns and will be bigger and better than ever with more than eighty with classic and vintage vehicles. The Motor show will run from 9:00 am to 2:30 pm and we thank our Motor Show sponsor, the **Elephant Bar**.

There will be entertainment on the stage at the northwest corner of the park with Master of Ceremonies **Mark Schroeder**. Scheduled entertainers include:

- 9:45-10:15 Rancho Bernardo Children’s Chorus
- 10:15-10:45 RB Clogging Dance Performance
- 10:45-11:30 Stage Silent for Memorial Service
- 11:40-12:00 Patrick Henry Performance
- 12:00-2:00 4th Annual RB Idol Contest

The **Rancho Bernardo Veterans’ Memorial Association** along with the **General J. P. Holland Chapter of the Military Order of World Wars** and **Veterans of Foreign Wars Post 7766** will host the Independence Day memorial service, which will begin at 10:45 am. The memorial service will commemorate the sacrifices of the men and women who have served their country in the Armed Services; it will be held at the Veterans Memorial Site in Webb Park behind the Pearl Restaurant. The principal speaker will be Major General William H. Wade, 44th Adjutant General of the California National Guard. Col. Timothy Swan, Commander of the Counter Drug Taskforce of the California Army National Guard will serve as the master of ceremonies. The presentation of the Colors will be conducted by the Color Guard, 40th IBCT, San Diego. The Pledge of Allegiance will be led by Maj Abe Baum, DSC, AUS (Fmr), President of the R.B. Veterans Memorial Association. Tom Richards, National Commander of the Legion of Valor, will introduce members of the Legion of Valor.

The parade is shaping up to be another fantastic show. This year will feature parade announcers set up on both Bernardo Center Drive and Acena Drive. Entries are still coming in and they will include the Grand Marshall, **County Supervisor Pam Slater-Price** as well as other elected officials and VIPs, marching bands, floats, military personnel and equipment, community service organizations, veterans and veterans’ organizations, and much more. Once again, members of the Legion of Valor will participate in both the parade and the memorial service. The parade will commence at 3:30 pm. **Jay Jeffcoat** returns as the parade Master of Ceremonies (while Kendra rides in the parade as the incoming president of the Sunrise Rotary Club).

Representatives of the **The Rancho Bernardo Kiwanis Club** are conducting the planning for the evening activities at the Bernardo Heights Middle School, which will include entertainment by **Tom & Shondra** and the best fireworks display in North County, equal to that of last year, which was spectacular. **Pyro Spectaculars** returns as the fireworks vendor and the fireworks will be coordinated with a radio broadcast over **KYXY** radio. **Spirit of the Fourth** representatives will be soliciting donations on-site at the evening activities to help pay for the entertainment, fireworks, and other event expenses. Gates open at 6:00 pm and the entertainment will commence at 6:30. The fireworks show commence at 9:00 pm.

Barry Wolfert, co-owner of San Diego Digital Solutions is coordinating the logistics of the celebration, assisted ably by long-time volunteer, Don Jarel, which includes obtaining permits and event insurance security, obtaining equipment, and much more. Dave Epstein will coordinate traffic control for the event.

To fund the Independence Day activities, **Spirit of the Fourth, Inc.**, solicits grants and donations from organizations and institutions, accepts paid advertising in its annual program, and also conducts direct mail solicitations for contributions from North County residents. The **County of San Diego** (sponsored by **Supervisor Pam Slater-Price**) has provided a grant and so has the **Rancho Bernardo Recreation Council**, the “**Presenting Sponsor**” for the fireworks. Additional grantors are: The City of San Diego, courtesy of City Councilman Brian Maienschein; the **Rancho Bernardo Rotary Foundation**, which also provided a matching gift, and the **Ranch Bernardo Sunrise Rotary Club** which contributed as a Freedom Club member. The **David and Brenda Rickey and Daughters Foundation** also provided a grant. Larry McIntyre of **Legend Editions** designed the program cover.

Fundraising activities, underway for several months, however, are lagging behind those of last year by a substantial percentage. President Tom Richards, cites the lagging economy and gasoline prices as factors in the decline. Because it is an all-volunteer organization, all of the funds raised will be spent on Independence Day celebration. Any unspent funds on the current year’s activities will be carried forward to subsequent years. Contributions may be tax-deductible as charitable contributions. Individual contributions of \$100.00 earn entry to the **Freedom Club**, which entitles members to admission for two to the VIP Reception at the **San Diego National Bank**, and VIP seating and VIP parking for two for both the parade and the evening entertainment and fireworks. Donors can send contributions and grants to: **Spirit of the Fourth, Inc.**, at P.O. Box 270736, San Diego, CA 92198.

Spirit of the Fourth, Inc., and Rancho Bernardo is again indebted to the **Town Center Property Association** for allowing the use of Webb Park for the Independence Day activities.

Spirit of the Fourth, Inc., is still accepting applications for booths in Webb Lake Park and for entries in the parade. Information and applications can be obtained by calling Tom Richards at (858) 674-0772 or by email to spirit1@spiritofthefourth.org.