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FOR IMMEDIATE RELEASE

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LoDo District, Inc. Announces Winners of the 2010 Limelight Awards

Winners contributed to LoDo in important ways throughout the past year.

DENVER, CO (March, 11 2010)—LoDo District, Inc. announces Jim Theye, Chris Shears, Samantha Martel and Laurie Helmick as the winners of the 2010 Limelight Awards which took place on Wednesday, March 10 at the Seawell Grand Ballroom. Each winner was picked out of a group of 12 nominees whose work over the past year has embodied the true spirit of the LoDo community.

Jim Theye received the Cares Award an award focused on philanthropic contributions or community involvement. Jim chairs the LoDo Cares program, the philanthropic arm of the District founded in 1990 which serves to support charitable efforts that enhance the experience of those who live, work and play in LoDo and surrounding areas. Through his leadership the program has expanded its annual events and programming for the residents of the Barth Hotel. Additionally, in 2009 the LoDo Cares program was able to double its funding and also create an advisory board that will continue the growth of this program well into the future. As a result of his tireless advocacy and outreach, LoDo Cares is poised to become a significant philanthropic entity.

Chris Shears was the recipient of the Legacy Award an award centered on a demonstration of best practices in the fields of development, renovation or preservation. Chris' impact on LoDo is ever present with such projects as the Premier Lofts, Flourmill Lofts and the Palace Lofts. With a focus on the community interest in addition to fulfilling client needs he has worked to successfully design buildings of their time and with lasting characteristics. He participated in the Neighborhood Plan Process, crafted design review guidelines and participated in numerous civic forums. His work has been a great influence on the LoDo landscape.

Samantha Martel won the Spotlight Award, an award given to those who are marketing driven and help positively drive activity in the area through marketing or an event. For 16 years, Samantha Martel and her staff have been serving the LoDo community through Martel's publication, the Downtown Denver News, the only newspaper devoted to LoDo. She has been a great friend to the LoDo District by promoting and communicating the concerns of LoDo District, Inc. and the neighborhood to a larger audience. Through her marketing efforts, her paper positively represents LoDo and drives new traffic to the community.

Laurie Helmick received the Service Award, an award rewarding those who have demonstrated exceptional dedication to the organization. Laurie has been one of the most passionate leaders the LoDo community has seen. Former president, Chair of the Economic and Community Development Committee and as hoc member of most committees, she has truly devoted herself to LoDo. She put in extra hours of work during her term as president as the organization transitioned from one Executive Director to another and helped elevate the organization to a new level. Her continual involvement and a deep rooted interest in the neighborhood have made her a leader beyond her term as President.

The winners were presented with their award, an inscribed red brick, in front of an audience of 260 people. The brick is a historical tradition with the District, representing the architecture of the century old buildings around the area, and serving to connect the winner's hard work with the community.

The Limelight Awards also served as the venue to introduce the new board members for the District. They are, Lee Bley of JohnstonWells Public Relations, Elizabeth Caswell-Dyer of St. Charles Town Company, Bar Chadwick with the City of Denver, Dorit Makovsky Fischer of Shames-Makovsky Fischer, Jay Hamerstadt with Great Western Bank, Gretchen from the Children's Museum of Denver, Matt Mahoney at East West Partners, Maja Rosenquist of Mortenson Construction and Sandy Stroehmann of Elixir Mind Body Massage.

-DIGITAL IMAGES AVAILABLE UPON REQUEST-

About LoDo

Founded in 1988, in Denver's birthplace, LoDo District, Inc. is a membership organization that supports historic lower downtown's (LoDo), unique historical, cultural and retail neighborhood, through marketing, education and advocacy. LoDo District, Inc. is committed to striking a balance between growth and preservation throughout the neighborhood.

About the Limelight Awards

The Limelight Awards is an awards ceremony focused on celebrating the hard work that individuals and businesses have put into the community over the past year. Each year four awards are given to individuals or businesses that have made important contributions to the community. The four awards include philanthropy, building development or preservation, marketing and promotions, and dedication to LoDo District, Inc. In its 20th year, the Limelight Awards is the staple event of the LoDo District, Inc. and serves to unite individuals and business members in the LoDo area for both networking and celebration

purposes. This year, over 260 people attended the event, making the Awards the largest in the event's history.

For more information please visit: www.lodo.org.

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