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FOR IMMEDIATE RELEASE

**Photo Opportunity:
GoggleWorks Fundraiser Honoring the Race for the Roses!**

Derby Day, May 1, 2010

(GoggleWorks Center for the Arts, Reading, PA) GoggleWorks will host its third annual Derby Day Saturday, May 1, 2010, from 4-7 p.m.

Guests will cheer horses on to victory as they watch the Kentucky Derby LIVE in the GoggleWorks Film Theatre! Attendees can sip Mint Juleps out of authentic Kentucky Derby 2010 glasses while enjoying a Southern-inspired menu by Boscov's A la Carte Catering, tasty treats courtesy of Sweet Street Desserts and Root Beer Floats with A&W Root Beer and Friendly's Ice Cream. Live music by Bobby Newton and Company.

Photo opportunities include:

- Horse appearance through a partnership with the Animal Rescue League
- Hat Contest with new, creative categories this year
- Horse Race Game
- Hats decorated by GoggleWorks artists

Event Schedule:

4:00 – 5:30 pm

- Registration
- Hat Contest by Roving Judges
- Horse Race Game
- Equine-Art Themed Exhibit and Sales
- Silent Auction

5:15 – 5:45 pm

- Presentation by Penn National Gaming, Inc.
- Singing of "My Old Kentucky Home" by Stephen C. Foster
- Call to Post to gather in the GoggleWorks Film Theatre for Kentucky Derby

6:04pm

- Viewing of the Kentucky Derby in the GoggleWorks Film Theatre

After Race Conclusion

Proceeds from Derby Day benefit youth programs at the GoggleWorks including the After School Arts Program (ASAP), which allows students from the Reading School District, ages 6-17, to take free art courses in a safe and constructive environment.

The GoggleWorks Center for the Arts is a community art and cultural resource center for Berks County and central and southeastern Pennsylvania, and is the largest, most comprehensive interactive arts center of its kind in the country. The mission of the GoggleWorks is “to nurture the arts, foster creativity, promote education and enrich the community.” The GoggleWorks is open Monday through Saturday from 9 am to 9 pm, and Sunday from 11 am to 7 pm. Free parking is available in the GoggleWorks parking lot, accessible from 2nd, 3rd or Walnut Streets. For more information, call the GoggleWorks at 610-374-4600, or visit www.goggleworks.org.

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