



## **PRESS RELEASE – FOR IMMEDIATE RELEASE**

### **City of Loveland's Betsey Hale Chosen as 2011 Old Fashioned Corn Roast Festival Grand Marshal**

**LOVELAND, Colo. – July 19, 2011** – The Loveland Chamber of Commerce, Engaging Loveland and Corn Roast presenting sponsors McKee Medical Center, Medical Center of the Rockies and NextMedia, have selected City of Loveland Economic Development Manager Betsey Hale as the 2011 Old Fashioned Corn Roast Festival Grand Marshal. The Corn Roast grand marshal is a community member who have made a significant impact on the Loveland community and receives recognition throughout the festival including kick-off, Corn Shucking contest and the Corn Roast Festival parade.

“Since relocating to Loveland more than five years ago, Betsey has been giving back to the community through her valiant efforts to bring new businesses and economic development to Loveland,” said Brian Willms, Loveland Chamber of Commerce president/CEO. “Betsey has gone above and beyond the call of duty to ensure the prosperity of our community and her contributions to Loveland will be seen for years to come.”

Hale, who has resided and worked in Loveland for more than five years, was selected from a pool of qualified nominees in part due to her commitment to Loveland's community through stimulation and growth of the business community. During her tenure she has been directly involved with recruiting companies such as Agrium, Crop Production Services, Constant Contact, Nanopartz and Lightning Hybrids to Loveland. She has been a lead member in developing opportunities downtown like Artspace and the Rialto Bridge Project. In addition to her role with the city, Hale has volunteered to take on additional projects that would benefit Loveland's community on many levels. This includes overseeing the Community Marketing Commission (CMC) and other city committees.

Most notably and recently, Hale has taken a lead on Loveland's bid to acquire the CAMT's Aerospace and Clean Energy project. According to her nomination and city staff, Hale put in extremely long hours and sacrificed time away from her family to assure the future of Loveland's expanding economy. She worked 70-80 hours per week, arriving before 6:00 a.m. and leaving well past midnight to develop Loveland's bid, negotiate deals, connect and develop partnership, develop and deliver presentations and campaign for ACE-Loveland. For Hale, economic development is more than a job, it is a commitment to the community.

Meet Hale and help recognize her achievements as the 2011 Old Fashioned Corn Roast Festival kicks off at 5:00 p.m. Fri. Aug. 26, 2011 at Fairgrounds Park, Loveland.

**MORE....**



### **About the Corn Roast Festival**

Put on by the [Loveland Chamber of Commerce](#) in partnership with [Engaging Loveland](#) and presented by sponsors, [McKee Medical Center](#), [Medical Center of the Rockies](#) and [NextMedia](#), the 2011 Old-Fashioned Corn Festival presents an exciting mix of music, shopping, fun festival food and several corn-related activities including the kick-off corn shucking contest, corn eating contests, corn recipe contests and the Corn Roast parade. Not to mention all the delicious boiled and roasted corn that you can eat! Additional event sponsors are: Corn Shucking: [Elevations Credit Union](#), Corn Eating: [Centerra](#), Corn Roast Parade: [Mueller & Associates CPA, LLC](#), Information Booth: [Madwire Media](#), Volunteer: [Yancey's Food Service](#), Corn Recipe: [Loveland Reporter-Herald](#), Vendors: [Jax Mercantile](#), Corn Sales: [Poudre Valley REA](#), Beer: [High Country Beverage](#). Details on the Corn Roast Festival can be found at [www.loveland.org/TheCornRoastFestival](http://www.loveland.org/TheCornRoastFestival).

### **About the Loveland Chamber of Commerce**

Founded in 1902, the Loveland Chamber of Commerce is Northern Colorado's "driving force for business." Comprised of over 700 local companies, the chamber offers a vast array of educational and networking programs to help its investors, both large and small, gain the skills and resources necessary to thrive and prosper in today's economy. As a founding member of the Northern Colorado Legislative Alliance (NCLA), the chamber also serves as an advocate for business, working on behalf of entrepreneurs to lead and influence local, state and federal policy on issues affecting the unique interests of business in Northern Colorado. For more information on the Loveland Chamber, please call (970) 667-6311 or visit [www.loveland.org](http://www.loveland.org).

### **About Engaging Loveland, Inc.**

Engaging Loveland Inc. is a non-profit organization whose mission is to enhance and support the development of community-wide events and celebrations; and enhance tourism and attendance. Engaging Loveland produces the Sweetheart Balloon Rally, The Art of Dining, Loveland: A City with HeART project, SummerFest in the Rockies, Snow Sculpture in the Dark, Loveland Art Studio Tour, manages the WineDown the Summer At Centerra, Sounds of Centerra, Halloween Hullabaloo, and Santa's Workshop events, and partners with the Loveland Chamber of Commerce to produce the annual Old-Fashioned Corn Roast Festival.

**For media inquiries, please contact:** Nicole Yost, Director of Communications | [NYost@loveland.org](mailto:NYost@loveland.org) | (970) 744-4792

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