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Leffingwell Awards “Hat” Luncheon Celebrates 20 Beautiful Years in Support of Forest Park

Annual fundraiser raises more than \$410,000 to benefit Forest Park Maintenance & Education

Forest Park was infused with an extra burst of color today as thousands wearing hats came to support the city’s world-class park by attending the 20th Anniversary Leffingwell Awards “Hat” Luncheon. The annual luncheon raised more than \$410,000 for St. Louis’ beloved park, helping to keep it beautiful, safe and accessible for all.

Principal sponsor Regional Business Council was joined by Anheuser-Busch, Wells Fargo Advisors, Edward Jones, Monsanto, Peabody, and many more to honor the Academy of Luncheon Co-Chairs for their 20 years of service and successful efforts on behalf of Forest Park.

In addition to the funds raised from the Luncheon, Mary Ann Lee, Women’s Committee Founding Member and 2004 Leffingwell Awardee, announced a significant leadership gift toward construction and endowment for a portion of the Forest Park Dual Path System.

The Luncheon honors the spirit of Hiram Leffingwell, whose vision resulted in the creation of Forest Park in 1876, and culminates with the presentation of the Leffingwell Award, bestowed upon corporations, foundations or individuals who have made a significant contribution of time, talent or resource to the restoration of Forest Park. The 2010 Award honors The Academy of Luncheon Co-Chairs for their vision and leadership toward creating and sustaining the incredible movement that is Forest Park Forever – a national model for public-private partnership. Barbara Bridgewater, 1991 Co-Chair and Cheryl Polk, 2006 Co-Chair accepted the award on behalf of the Academy, representing the 39 women who have co-chaired this event since it debuted in 1991.

The event was “topped” off by the Wells Fargo Advisors Hat Contest. Twenty winners from the more than 1,000 hat wearers at the 20th Anniversary Leffingwell Award Luncheon were selected by anonymous judges in the categories of “**Romantic,**” “**Vintage,**” “**Couture,**” “**Whimsical**” and “**Judge’s Choice.**” Southwest Airlines Co. added “Freedom to Fly” prizes, a free round-trip ticket to each of the 20 winner packages, with an average value of \$600. Additionally, an entire table won prizes for their creative “**Best Theme,**” and each of the 105 tables nominated their own “**Table Winner.**”

Forest Park supporters arrived in hats of every imaginable style and theme. With great prizes and bragging rights on the line, guests pulled out all the stops, donning some of the most beautiful and creative toppers in the history of the event. The hat contest, coupled with the opportunity to dine al fresco on a spectacular June day with 1,000 fellow Forest Park supporters, proved a winning combination— the event was sold out and surpassed 2009 by raising \$410,000 in donations, ticket sales, and corporate sponsorships to support ongoing park maintenance and education programs.

Forest Park Forever is a private, nonprofit organization working in partnership with the St. Louis Department of Parks, Recreation and Forestry to restore, maintain and sustain Forest Park as one of America’s great urban public parks for the enjoyment of all – now and forever.

Secret judges for the event were:

- **Ms. Amy Johnson** - St. Louis Clothing Designer & Founder of KayOss Designs
- **Ms. Nicole Benoist Edgerton** - St. Louis Magazine, Style Editor
- **Ms. Ann Dillon** - Owner of Ann's Hat Boutique
- **Ms. Courtney Simms** - Director of Resources, Habitat for Humanity
- **Mr. Lou Bird** - Costume Designer for Stages St. Louis & Saint Louis University Theatre
- **Ms. Shannon Berry** – Curator with the Missouri History Museum

Hat contest winners included

Best Romantic Hats

Lindsay Timme
Nicole Scott
Charlene Johnson
Jen Smith

Best Vintage Hats

Linda Statler
Julie Simon
Mueriel Carp
Martha Conzelman

Best Couture Hats

Chrissy Broughton
Sharon Thomas
Diane Isbell
Rachel Storch

Best Whimsical Hats

Jeri Crotzer
Judy Moskoff
Dot Soldavini
Norma Taaffe

“20th Anniversary – Judges Choice”

Karen Bailey
Zeleva Harris
Jeronica Jenkins
Addie Tompkins

Best Themed Table

St. Louis Homes & Lifestyles

Tiffany Style Awards '10

Naretha Hopson
Nicole Benoist Edgerton

Tiffany Attendance Prize

Kim Twyman