

Leffingwell Awards Coverage Report – Thursday, June 2, 2011

- [Leffingwell Awards Hat Luncheon for Forest Park supporters](#)(06/03/2011) *KSDK.com*
 - [Awards and festivities at Forest Park "Hat" Luncheon](#)(06/02/2011) *stltoday.com*
 - [Slideshow: Leffingwell Award Luncheon aka Hat Luncheon, June 2](#)(06/02/2011) *St. Louis Magazine*
 - [Slideshow: Leffingwell Hat Luncheon](#)(06/02/2011) *KMOV.com*
 - [Forest Park "Hat" luncheon scheduled for next week](#) (05/26/2011) *stltoday.com*

 - [Mention on Awake With News 4](#) (06/03/11) *KMOV*
 - [Mention on Newschannel 5 at Ten](#)(06/02/11) *KSDK*
 - [Mention on Fox 2 News at 5](#)(06/02/11) *KTVI*
 - [Mention on Channel 4 News at 5pm](#)(06/02/11) *KMOV*
 - [Mention on Today in St. Louis at 5:30](#)(06/02/11) *KSDK*
 - [Mention on Today in St. Louis at 5:00](#)(06/02/11) *KSDK*
 - [Luncheon Raises \\$425K for Forest Park](#)(06/23/11) *St. Louis American*
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Leffingwell Awards Hat Luncheon for Forest Park supporters

June 3, 2011

Kevin Held

KSDK.com

<http://www.ksdk.com/news/local/story.aspx?storyid=261463>

The Kentucky Derby did not have anything on the annual Hat Luncheon in Forest Park. Just check out the fabulous hats!

The more elaborate the hat, the better for the Leffingwell Awards annual affair. The luncheon honors people, businesses and foundations that have supported Forest Park in the past 12 months.

Our own Kay Quinn, Ann Rubin and many more KSDK staff members were on hand. And, with the help of some fabulous designs from Nancy Firestone, she's our 10 p.m. producer's mother, the Kay Quinn table took home the theme prize with some amazingly decorated hats highlighting some of the most famous St. Louis attractions like Forest Park, the Butterfly House and Busch Stadium.

[Back to Top](#)

Awards and festivities at Forest Park "Hat" Luncheon

June 2, 2011

Deb Peterson

stltoday.com

http://www.stltoday.com/news/local/columns/deb-peterson/article_7f6022d0-8d5e-11e0-8d80-0019bb30f31a.html

Among the 1000 or so people who gathered at Forest Park today for the 21st annual "Hat" Luncheon was St. Louis Mayor Francis Slay, who was there to be honored with the Leffingwell Award for his dedication and commitment to the park.

Decked out in a straw boater and accompanied by his wife, Kim, who was also sporting a straw hat, Slay thanked Forest Park Forever for its works on behalf of the park and said he will work to ensure its continued status as the "heart and soul" of the city.

Slay also gave a shout out to Alderman Lyda Krewson, whose 28th ward includes the park, for her efforts on behalf of maintaining a partnership between the city and the park.

Once the business end of the luncheon was over, the fun awards were handed out for best hats in such categories as most whimsical, most romantic, best couture and "Your Forest Park."

Winner of the most whimsical was Jeri Crotzer, whose husband, Darold Crotzer, is the prosecuting attorney in Clayton. Jeri's hat was about a mile high and topped off with tent-top-scraping helium-filled balloons.

Margaret Donnelly, director of the state Department of Health & Senior Services, was carrying around a hat festooned with pictures of the Chase Park Plaza and said it was a design for an upcoming wedding shower for her daughter, Chicago attorney Julia Riedel. Riedel is marrying fellow Windy City barrister, Brian Emfinger.

Donnelly said Betty Van Uum of the University of Missouri-St. Louis is hosting the shower at the Chase and that the hats were put together by creative types at the hotel.

[Back to Top](#)

Slideshow: Leffingwell Award Luncheon aka Hat Luncheon, June 2

June 2, 2011

Photos by Diane Anderson

St. Louis Magazine

<http://www.stlmag.com/St-Louis-Magazine/June-2011/Leffingwell-Award-Luncheon-aka-Hat-Luncheon-June-2/>

Leffingwell Award Luncheon (aka the "Hat Luncheon"), June 2 Guests sported creative hats of every imaginable style and theme at the 21st annual Hiram W. Leffingwell Award Luncheon at the World's Fair Pavilion in Forest Park hosted by The Regional Business Council and Forest Park Forever's Women's Committee.



[Back to Top](#)

Slideshow: Leffingwell Hat Luncheon

<http://www.kmov.com/news/slideshows/Leffingwell-Hat-Luncheon-123037648.html?gallery=y&c=y&ref=%2F&img=0#gallery-image>

June 2, 2011
KMOV.com



It's hard to believe, but today was the Hat Luncheon at Forest Park. The last time we saw this many hats...a prince and princess were getting married. Today's 1,000 plus guests said "I do" to the continued maintenance of Forest Park.

[Back to Top](#)

Forest Park "Hat" luncheon scheduled for next week

May 26, 2011

stltoday.com

http://www.stltoday.com/news/local/columns/deb-peterson/article_8a8d72e8-87dc-11e0-bfc4-0019bb30f31a.html

Just about now, women around town are beginning to search their closets and rummage around in their attics to see if they can come up with fantastic headgear for the 21st annual Hiram W. Leffingwell Awards Hat Luncheon to benefit Forest Park Forever.

The lunch next Thursday at the World's Fair Pavilion begins with an 11:15 a.m. reception -- which gives the women (yes, almost all 1,000 attendees are female) -- time to ooh and aah over the variety of chapeaux on display.

In previous years we have seen everything from expensive handmade hats to things that were thrown together in the office with tape, scissors and a stapler. No matter how good or how bad, the women burble with enthusiasm over each design.

At this year's luncheon, St. Louis Mayor Francis Slay will be honored for his leadership and continued support in keeping Forest Park beautiful, safe and accessible. And lest anyone forget, the lunch, which is

hosted annually by the Women's Committee of Forest Park Forever, has an important purpose -- it is a signature fundraiser for park maintenance and education programs.

The name of the fundraiser is in honor of the man who was the visionary behind Forest Park. The Leffingwell Award is presented to individuals, corporations and foundations that have made a significant contribution of time, talent or resources to the park.

When you have hats, we guess you must have awards. Wells Fargo Advisors will give awards for hats in the following categories: romantic, whimsical, vintage, couture and "Your Forest Park." Each table will have a Best Hat winner and entire tables will be eligible for Best Theme awards. Tiffany & Co. will give out "Mystery Blue Bag" Experiences and Southwest Airlines will award "Freedom to Fly" prizes.

Co-chairs of the Forest Park Forever Women's Committee are Holly Cousins and Linda Hall. The Regional Business Council is the event's principal sponsor and KMOV's Vickie Newton will emcee. Lesley Hoffarth is the prez and executive director of Forest Park Forever.

[Back to Top](#)

Awake With News 4

KMOV (CBS)
St. Louis, MO
DMA: 21
Jun 03 2011 4:56AM CDT
Programming Type: News

Est. Households/Views: 10189
Est. Publicity Value: \$106 (30 Seconds) \$212 (Total)

"...hats off to forest park. more than one thousand saint louis area residents took part in an annual tradition. news four's vickie newton emceed the annual " leffingwell awards hat luncheon." this year's event raised 420-thousand dollars for forest park forever."

Play Media Link:

http://www.criticalmention.com/components/url_gen/url_gen_autoplay.php?clip_info=2043847669%7C0%7C59&mime_type=video/x-flv

[Back to Top](#)

Newschannel 5 at Ten

KSDK (NBC)
St. Louis, MO
DMA: 21
Jun 02 2011 10:31PM CDT
Programming Type: News

Est. Households/Views: 102918
Est. Publicity Value: \$2111 (30 Seconds) \$4222 (Total)

"...it wouldn't be the annual luncheon in forest park without outlandish headgear. the luncheon honors people, businesses, and foundations. kay quinn, ann rubin, and other staff members were on hand and

they are table took home the prize for best theme. the hats were designed by nancy firestone, she is our 10:00 p.m. producer's mother appeared she worked one month on those hats -- and she worked one month on those hats. they were fabulous.”

Play Media Link:

http://www.criticalmention.com/components/url_gen/url_gen_autoplay.php?clip_info=2043340965%7C0%7C59&mime_type=video/x-flv

[Back to Top](#)

Fox 2 News at 5P

KTVI (Fox)
St. Louis, MO
DMA: 21
Jun 02 2011 5:40PM CDT
Programming Type: News

Est. Households/Views: 109832
Est. Publicity Value: \$2976 (30 Seconds) \$5952 (Total)

“...forest park forever does it again. the 21st annual award hat luncheon is today. at the women's the women's committee hosts the fundraiser.”

Play Media Link:

http://www.criticalmention.com/components/url_gen/url_gen_autoplay.php?clip_info=2042962911%7C0%7C59&mime_type=video/x-flv

[Back to Top](#)

Channel 4 News at 5pm

KMOV (CBS)
St. Louis, MO
DMA: 21
Jun 02 2011 5:25PM CDT
Programming Type: News

Est. Households/Views: 99859
Est. Publicity Value: \$2897 (30 Seconds) \$5794 (Total)

“...a busy time of the year at forest park. today more than 1000 st. louis residents honored those who support the park. today's annual luncheon raised more than \$20,000 for the park. i had the pleasure of emceeing the event. this year's honoree, mayor slay, and hats off to all the winners for their style. hats off to the emcee as well.”

Play Media Link:

http://www.criticalmention.com/components/url_gen/url_gen_autoplay.php?clip_info=2042942965%7C0%7C59&mime_type=video/x-flv

[Back to Top](#)

Today in St. Louis at 5:30

KSDK (NBC)

St. Louis, MO

DMA: 21

Jun 02 2011 5:46AM CDT

Programming Type: News

Est. Households/Views: 48885

Est. Publicity Value: \$1529 (30 Seconds) \$3058 (Total)

“...some truly creative headwear will help raise money for a good cause. the annual leffingwell luncheon will be held this afternoon to benefit 'forest park forever.' the organization provides maintenance and education programs at forest park. mayor francis slay will be honored at this year's luncheon.there will also be more than 20 awards handed out today for the best hats in the crowd.”

Play Media Link:

http://www.criticalmention.com/components/url_gen/url_gen_autoplay.php?clip_info=2042025101%7C0%7C59&mime_type=video/x-flv

[Back to Top](#)**Today in St. Louis at 5:00**

KSDK (NBC)

St. Louis, MO

DMA: 21

Jun 02 2011 5:18AM CDT

Programming Type: News

Est. Households/Views: 48885

Est. Publicity Value: \$1529 (30 Seconds) \$3058 (Total)

“... today, some truly creative headwear will hehelp raise money for a good cause.the annual hiram leffingwell luncheon will be held this afternoon to benefit 'forest park forever.' the organization provides ov maintenance and education programs a t forest park.mayor francis slay will be honored at this year's luncheon..there will also be more than 20 awards handed out today for the best hats in the crowd.”

Play Media Link:

http://www.criticalmention.com/components/url_gen/url_gen_autoplay.php?clip_info=2041988501%7C0%7C59&mime_type=video/x-flv

[Back toTop](#)**Luncheon raises \$425K for Forest Park**

June 23, 2011

St. Louis American Staff

Stlouisamerican.com

http://www.stlamerican.com/news/community_news/article_bd967372-9d41-11e0-8d4c-001cc4c03286.html

The Forest Park Forever Hiram Leffingwell luncheon this year raised more than \$425,000 towards park maintenance and educational programs.

“The community really embraced this year’s event with more than 1,100 guests,” said co-chair of the Leffingwell luncheon, Holly Cousins, who is the director for Special Friends Extended Mentor Program in the Jennings School District.

“It takes great effort from the sponsors and the community to make this event successful.”

Linda Hall, director of Tiffany Jewelers, was also a co-chair of the luncheon this year. Cousins and Hall led a committee of volunteers under the leadership of Lesley Hoffarth, president of Forest Park Forever, and Lucie Springmeyer, senior vice president of the organization.

“People realize Forest Park is clearly one of the jewels of St. Louis and happens to be listed as one of the most-visited parks in the country,” Cousins said.

“We are extremely blessed here in St. Louis to have so many businesses and individuals in our community that work together and give back to make St. Louis a better place to live.”

[Back to Top](#)