



**For Immediate Release:
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The John Conti Coffee Co. founded in 1962 is a roaster of high quality gourmet coffee beans. Last year we roasted 1,500,000 lbs of specialty coffee for office, restaurant, supermarkets, hotels, hospitals, and specialty stores. Branches are located in Lexington and Louisville KY, Indianapolis and Evansville, IN. John Conti has long held the title of Coffee King, and now he has a new title to add to his credits. John Conti is the Chair of Gallopalooza – Louisville's Sidewalk Derby. Gallopalooza is a yearlong art project that will display 212 life-sized, fiberglass, hand-decorated horses throughout the city of Louisville. Among these 212 horses will be the 130 Kentucky Derby Winners.

The fiberglass horses came to Louisville from Prewitt Fiberglass Company in Nebraska as 70 pound gray horses in four different styles – a standing thoroughbred, a winged Pegasus, an Arabian, and a horse with a jockey. With a little artist magic the horses have been transformed in magnificent pieces of art. Over 200 artists gathered in Louisville to turn these horses into their own creations. Many of the horses display traditional Derby themes such as the Twin Spires of Churchill Downs while other horse designs seem to only come from one's wildest imagination. Some horses are adorned in jewels, some dressed for a night on the town, and others are beyond description! All of these masterpieces are part of Gallopalooza – Louisville's Sidewalk Derby, which John Conti started with his own imagination.

The horses of Gallopalooza will make their grand entrance at the Kentucky Derby Festival Pegasus Parade and from there be taken to city streets all over Metro Louisville and surrounding areas for everyone to enjoy. John Conti Coffee Co. is sponsoring a map that will showcase the locations of each horse so that everyone in the area, and all visitors that come in the city, can travel to each location to see the horses. Horses will be featured in The Courier Journal, and on the Gallopalooza website. There will be a coffee table book to purchase, along with t-shirts, hats, and even mini horses for children to create their own Gallopalooza Masterpiece. All of these items will help to celebrate not only the beauty of the horses, but the hard work and dedication of the artists who spent hundreds of hours on these horses. Each horse is a unique piece of work that along with skill of the artist has become a priceless piece of art that everyone can enjoy.

The goal of Gallopalooza is to not only promote community spirit in the new Metro Louisville, but to raise money for a worthy cause. Half of the proceeds from Gallopalooza will benefit Brightside, a Louisville Business created to beautify the city with street cleaning, tree planting, remodeling of city landscapes, and the education to children of how to keep the city beautiful. The other half of the money will go to various charities of choice. The money will come in the form of an auction at the end of the event. At the auction the horses will be available for sponsors to purchase and keep or if sponsors don't want to keep their horse they will be open to the public to bid on the pieces of art. The estimated total of money to be raised is estimated at _____.

John Conti has been hard at work along with a dedicated Board of Directors on this project. The hard work has paid off as the horses are at the starting gate and ready to go. Visit www.gallopaloozaderby.com for more details.