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FOR IMMEDIATE RELEASE

Downtown Boulder's Annual Luncheon Honors Excellence with a Keynote Address from a Second Floor Tenant Michael Brown

Michael Brown, President of Serac Adventure Films addressed a crowd of nearly 200 at the historic Hotel Boulderado during Downtown Boulder's Annual Luncheon honoring outstanding individuals & businesses.

[Boulder, CO] **January 20, 2010** – Today, Downtown Boulder's Annual Luncheon recognized individuals and businesses in the Downtown Boulder community who help make it a premiere shopping, dining and entertainment destination. Awards were presented to:

Outstanding Community Service Award – Karli Gronholm, Full Cycle
Business of the Year Award – Dan Hayward, Savory Spice Shop
Outstanding Property Owner Award – Ann M. Getches, Centro II
Rising Star Award – Patty Ross, Clutter
Event Maker of the Year Award – Renae Foxhoven, Foxbacher Productions
Lifetime Achievement Award – Richard Foy, Communication Arts, Inc.

With an audience of close to 200 distinguished guests, filmmaker Michael Brown shared some of his personal experiences, videos and trailers showcasing how his tenacity and upbeat attitude have brought him to the summit of Mount Everest four times—once while shooting and directing [*Farther Than the Eye Can See*](#) which documented blind climber Erik Weihenmayer's historic ascent. “Downtown Boulder could have picked any one of a number of downtown business people and industries to highlight and I'm happy they chose Michael Brown and Serac Films. He represents Boulder's creative class who are critical to Boulder's vibrancy and economic vitality. Plus, it falls right on the heels of the Governor's new creative industries legislation that further strengthens the legitimacy of this industry,” said Kim Farin, Boulder County Film Commissioner.

During his presentation, Brown shared an amazing photo of a sunset he took from his Downtown Boulder office - reminding all those in attendance why Downtown Boulder is also an ideal location for second story businesses, as well as what a tremendous amount of creative talent and innovate businesses call Downtown Boulder home.

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About Downtown Boulder, Inc. (DBI)

Downtown Boulder, Incorporated (DBI) is a non-profit organization dedicated to continued preservation and enhancement of Downtown Boulder as the heart of the greater Boulder community. We work to maintain downtown as the center of commerce, government, culture, and leisure. DBI members support the overall vitality of downtown through public advocacy, political involvement, and community events that enhance the Boulder experience for residents and visitors. Membership in Downtown Boulder, Incorporated (DBI) is voluntary and open to any interested person or organization.

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