

## **FOR IMMEDIATE RELEASE**

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# **On They're Off!**

## **Museum Hosts Kentucky Derby Luncheon**

**April 28, 2010-Athens**-Enjoy great food, fashion and company at the Living Heritage Museum's Annual Luncheon in Athens, Tennessee. And remember to wear your Derby Day Hat! The odds are in your favor that you'll have a great time and maybe win a prize as well! Tickets are just \$12.

Wear a beautiful or whimsical hat to celebrate the tradition of race day showmanship and the rites of spring by joining the Parade of Hats Contest! Everyone who wears a hat can enter the hat contest (be sure to pick up your number!) while everyone in attendance will vote on the winners.

The luncheon is sponsored by BB&T with donations for the lunch from the Bargain Barn and for door prizes from Belk's Department Store, Greeks Bearing Gifts and Silver Moments in Athens.

While you're at the Luncheon you'll get a sneak peak of the new *Patterns of Fashion: Vintage Hats* exhibit that officially opens May 7 and runs through June 25. We'll explore the question "*Is a hat a frivolous accessory or a necessity?*" When looking into its history it quickly becomes apparent that it has been both. No well-dressed woman appeared in public without a hat, and fashionable women took great care to ensure that their hats were one-of-a-kind. *Patterns of Fashion* tells the story of how women's hats have gone from large and heavily ornamented to sleeker and more closely fitting styles. And although men didn't have much choice, fashion gave women some amazing styles to choose from.

Kids can get into the action May 19 and 20 for Toddler Time. Kids will spend a few minutes making a paper hat and as much time as they like decorating it while learning about the different styles and purposes of hats. This hour long program is for toddlers and a parent, grandparent or friend to play and explore at the Living Heritage Museum using the Museum's artifacts and a craft project to stimulate their natural curiosity, imagination and creativity.

Since the first Kentucky Derby Race was run in 1875 it has become a tradition for women attending the event to wear special hats to mark the occasion. Hats of all sizes, colors and designs can be seen on the day, ranging from the sublime to the ridiculous. However, it is all in fun, and creativity is the main theme.

For ticket information call 423-745-0329.

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