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### **City of Fredericksburg to launch philanthropic program**

*Annual sponsorship program will seek to improve quality of life for area residents*

The City of Fredericksburg has launched a philanthropic program to partner with businesses and individuals to make a positive impact in our community through financial contributions.

The “Fredanthropist” program (Fred’s Philanthropists) will be geared toward assisting the City Council’s priority for building community through cultural vibrancy. This unique partnership seeks to bring fun events, fresh and new activities, and much-needed community facilities that the City’s annual budget cannot cover. Through generous contributions from up to 12 Fredanthropists, the City this year seeks to finalize plans for and construct a new roller-hockey rink at Dixon Park built in partnership with the Washington Capitals.



## **FREDANTHROPIST**

Future money from the program could help the City develop more events such as last year’s wildly successful SlideFXBG, improve park facilities and attract annual festivals.

The 12 Fredanthropists will be recognized on a website specifically created for the program, [Fredanthropist.org](http://Fredanthropist.org), and will receive a special commemorative plaque recognizing their Fredanthropist designation. In addition, Fredanthropists will receive prominent recognition in Fred Focus, the City’s weekly business newsletter, as well as City social media pages, Parks and Recreation catalogs, the summer downtown trolley, the new roller-hockey rink and Picnic in the Park.

This new initiative is already generating interest, with four community-minded businesses -- Hilldrup, Rappahannock Development Group, Coldwell Banker Elite and Lidl -- confirming their participation in the inaugural year, beginning July 1. One of the participants explained its interest as such:

“We’re proud to support the Fredericksburg area as one of the first Fredanthropists,” said Jordan McDaniel Hinkebein, Hilldrup’s marketing director. “Hilldrup has grown alongside the Fredericksburg area over the past 116 years, and it’s an honor to give back to the community that has supported us in so many ways. We look forward to the programming and new events the City of Fredericksburg will bring for the enjoyment of our employees, friends and customers here in the area.”

For more information or to become a member of this exclusive philanthropic effort and help make a positive impact in Fredericksburg, kindly contact Clint Manning of the Department of Economic Development & Tourism at [camanning@fredericksburgva.gov](mailto:camanning@fredericksburgva.gov) or 540-372-1216.

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