



COOKIES AND HOT DOGS AND BREWS, OH MY!

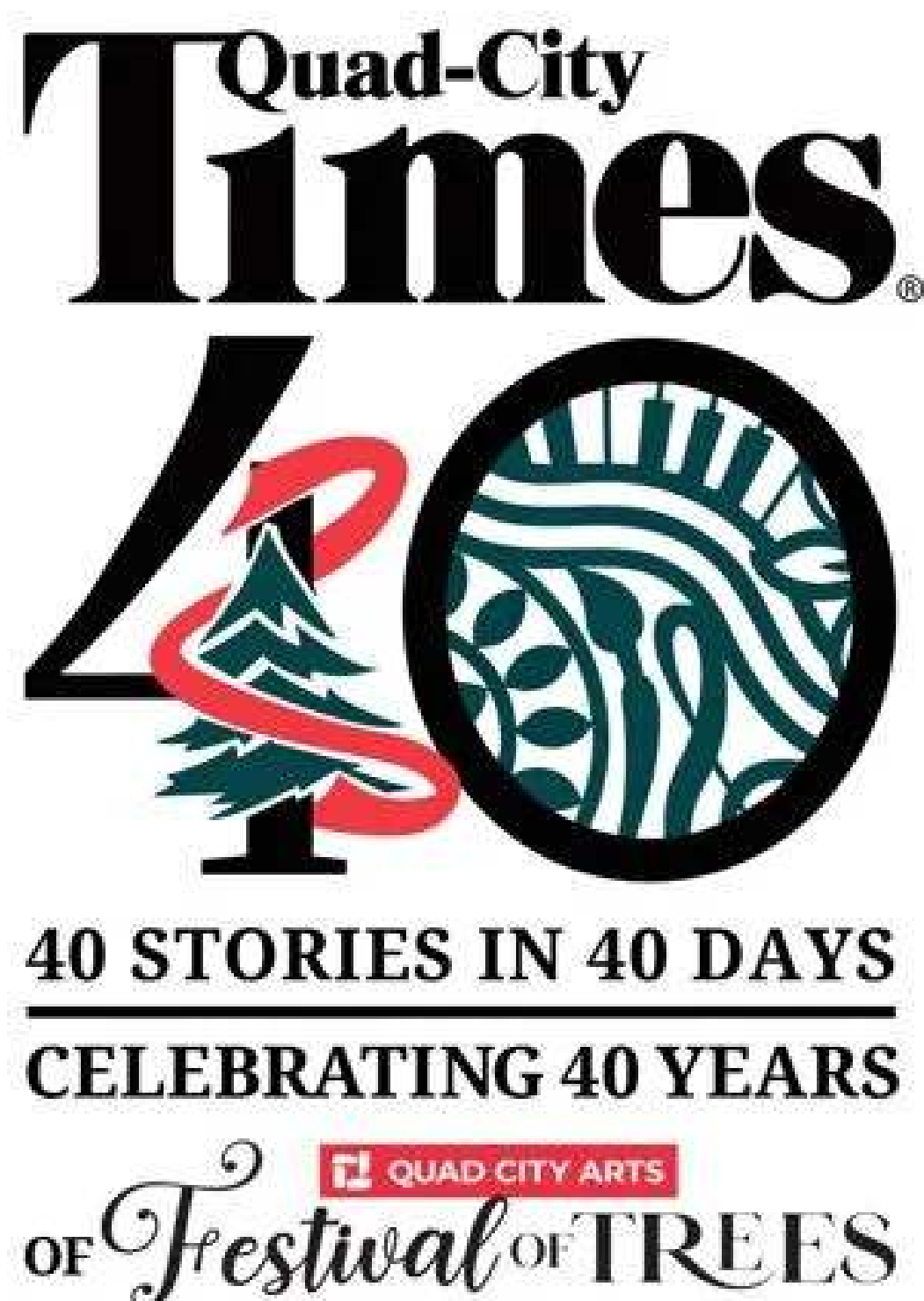


It's 1990, and the Quad-City Times is covering the biggest Festival of Trees addition in years — the Lighting of the Commons. Thousands of lights strung around John Deere Commons were powered by a partnership between Iowa-Illinois Gas and Electric (now MidAmerican Energy) and Festival of Trees.

Hungry for more? Then stand in line at the Iowa-Illinois Gas and Electric tent for a free hot dog with all the fixings and a cookie the size of your head. That's the kind of generosity that fuels the Quads.

Those early business partnerships didn't stop there. In the flash of a bulb, Iowa-Illinois stepped forward again — this time to help the Quad City Botanical Center with their first Winter Nights, Winter Lights display in 2016. Nine years later, that can't-put-it-into-words light show lives on in even more spectacular form.

This year, The Cultural Trust is sponsoring The Neon Forest and Winter Nights, Winter Flights along with River City Brewing Co. and other local partners, who are even crafting exclusive brews for the event. One wonders what they'll name their inventions — Hoppy Holidays? You Better Not Wine?



Other longtime partners deserve applause, too: Ruhl & Ruhl, Modern Woodmen of America, Kwik Star, TV6, Arconic, the cities of Davenport and Bettendorf, IMEG, the RiverCenter — and of course, the Bechtel Trusts, whose support keeps the festival among the top three holiday festivals in the nation.

Partnerships and collaboration are like tides — they lift all boats. The Cultural Trust relies on those partnerships to lift arts and culture opportunities to all Quad Citizens, not just a few. The trust's Legacy Partners are exactly that — partners in delivering a shared legacy of cultural excellence in perpetuity.