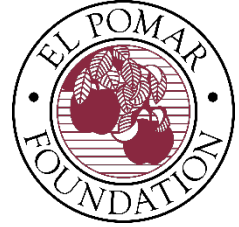


FOR IMMEDIATE RELEASE



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El Pomar Foundation's Penrose Heritage Museum to Host Family Exploration Day

Colorado Springs, CO – May 9, 2024 – El Pomar's Penrose Heritage Museum is hosting a Family Exploration Day, free and open to the public, on **June 1, 2024 from 10:00 a.m. to 2:00 p.m.** The community is invited to join us for a day of immersive fun and interactive activities. The event takes place in museum spaces, where rare and one-of-a-kind historic race cars and carriages are on display, including Spencer Penrose's 106-year-old Broadmoor Special race car, nicknamed "Yellow Devil." The Yellow Devil's engine will be run twice during the event at 11:00 a.m. and 1:00 p.m., an occurrence that only happens a few times a year and is not typically available to the public. In addition, a Pikes Peak International Hill Climb competitor will be present to speak about their experiences speeding up America's mountain on a race to the clouds. Also on display at the museum are unique and personal Penrose family objects and artifacts that tell the story of Spencer and Julie Penrose's lives as well as the regional history in which they played such a significant role.

All attendees will be able to participate in a philanthropy activity allowing them to act as a philanthropist for the day by voting for one of four local organizations to receive a portion of a special \$10,000 El Pomar Foundation grant. Each vote for either the Cheyenne Mountain Zoo, Colorado Springs Fine Arts Center at Colorado College, Pikes Peak or Bust Rodeo, or Pikes Peak International Hill Climb will increase the corresponding organization's share of the total \$10,000.

Families can also take part in a Passport Program, exploring many activities available to gather stamps. These activities include taking photos in a historic 1890s carriage, going on a scavenger hunt, participating in a Build-Your-Own Lego car race, and more. Once a participant has gathered all the stamps, they can return their passport to be entered into a drawing for a chance to win admission/tickets to the following attractions:

- Family four-pack of tickets to the Pikes Peak International Hill Climb (June 23)
- Family four-pack of tickets to the Pikes Peak or Bust Rodeo (July 9)
- Family four-pack of tickets to Cheyenne Mountain Zoo
- Family four-pack of tickets for The Broadmoor Manitou & Pikes Peak Cog Railway
- Family two-pack of seasonal passes for The Broadmoor Seven Falls
- Family four-pack of tickets to drive up Pikes Peak – America's Mountain
- An annual family membership to Colorado Springs Fine Arts Center at Colorado College

Julie Penrose opened the original El Pomar Carriage Museum in October 1941 to exhibit the Penroses' collection of carriages and other items she and Spencer collected from their travels, and to keep the tradition of coaching alive. Over the years, the museum evolved to share the history of the Penroses and of the Pikes Peak International Hill Climb, created by Spencer Penrose in 1916. These activities will connect the community with the history of Spencer and Julie Penrose and their invaluable legacy in the Pikes Peak region.

Admission is always free to Penrose Heritage Museum. Museum staff will provide free parking validations for The Broadmoor hotel parking garage immediately adjacent to the museum. No reservations or tickets are required.

The Museum is located at 11 Lake Circle (across the street from The Broadmoor's main entrance and next to Colorado Hall). More information about the museum and El Pomar's other historic properties can be found at: <https://www.elpomar.org/About-Us/museum-and-legacy-properties/>

More information about the event can be found at: <https://www.elpomar.org/events/family-exploration-day/>

About Penrose Heritage Museum

Penrose Heritage Museum showcases the history and heritage of the Pikes Peak region through the personal artifact collection of Colorado Springs' philanthropists Spencer and Julie Penrose. Together, the couple were responsible for creating, or helping to create, some of the most iconic institutions and events in Colorado Springs history, such as Pikes Peak Highway, Pikes Peak International Hill Climb, The Broadmoor, Colorado Springs Fine Arts Center at Colorado College, Cheyenne Mountain Zoo, and Pikes Peak or Bust Rodeo, to name a few.

About El Pomar Foundation

El Pomar Foundation is one of the largest and oldest private foundations in Colorado. El Pomar contributes approximately \$25 million annually through grants in the areas of arts and culture, civic and community initiatives, education, health, and human services, as well as community engagement and leadership development programs to support Colorado nonprofit organizations. In addition, the Foundation owns and operates three historic properties: Penrose Heritage Museum, Penrose House Conference Center, and Will Rogers Shrine of the Sun. Spencer and Julie Penrose founded El Pomar in 1937 with the mission to enhance, encourage and promote the current and future well-being of the people of Colorado.

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