



City of Wheat Ridge Declares November 6, 2015 “Freddie Steinmark Remembrance Day”

-Day will honor Wheat Ridge graduate’s athletic contributions, courage and cancer advocacy-

Wheat Ridge, Colorado (October 22, 2015) – The City of Wheat Ridge is honoring the legacy of one of its most inspiring native sons with an official day of remembrance. At the Wheat Ridge City Council meeting on October 26, 2015, Mayor Joyce Jay will sign a proclamation declaring November 6, 2015 “Freddie Steinmark Remembrance Day. The proclamation will be read at 7 p.m. at Wheat Ridge City Council Chambers, 7500 W. 29th Ave.

Steinmark, a 1967 graduate of Wheat Ridge High School, was an outstanding athlete and scholar, who received a scholarship to play football at the University of Texas. Steinmark helped the team win a national championship his junior year despite playing with persistent pain in his left leg. An x-ray later revealed that Steinmark had bone cancer and his left leg was amputated as a result. Though he had dreams of becoming a one-legged kicker, Steinmark spent his senior year coaching freshman football and serving as a spokesperson for the American Cancer Society. Steinmark lost his battle against cancer in 1971. His plight inspired President Nixon to sign the National Cancer Act and launch the “War on Cancer.”

“Freddie Steinmark is a local hero who continues to serve as symbol of courage and perseverance,” said Mayor Joyce Jay. “We hope that through the Day of Remembrance, we can spread awareness about his story and all that he accomplished in his short life.”

Steinmark’s story is rising to the forefront again thanks to a new book, **Freddie Steinmark: Faith, Family, Football**, written by his former classmate and Wheat Ridge High School alum Bower Yousse. A movie about Steinmark’s life, **My All American Life**, will hit theaters on November 13th.

To honor Steinmark, City Council members are expected to wear football jerseys bearing Steinmark’s number at the proclamation ceremony. The event will also include video footage from **A Night with Freddie Steinmark and Friends**, which featured former classmates celebrating Steinmark’s life, as well as a presentation by Yousse.

City officials will mark Freddie Steinmark Remembrance Day by dedicating the Wheat Ridge High School driveway (located at 9505 W. 32nd Ave.) as Freddie Steinmark Way. The event will start at 11:15 a.m. and the community is invited to participate.

For more information, please contact Heather Geyer, public information officer at 303-235-2826 or hgeyer@ci.wheatridge.co.us

About The City of Wheat Ridge

The City of Wheat Ridge, located west of Denver with a population of 31,000 citizens, is home to a mix of retail/commercial businesses and unique residential neighborhoods. The city was ranked as one of the “Ten Best Places to Retire” by the website Livability.com Wheat Ridge is a vibrant community in a prime location, providing easy access to the Denver metropolitan area.

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