



MEDIA ADVISORY

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City of Wheat Ridge Honors Freddie Steinmark with Street Dedication

- WHAT:** The City of Wheat Ridge will celebrate Freddie Steinmark Remembrance Day by dedicating the Wheat Ridge High School driveway as “Freddie Steinmark Way.” The event is expected to draw elected officials, community members and members of the Steinmark family to honor Steinmark, whose legendary life is the subject of both a new book, *“Freddie Steinmark: Faith, Family, Football”* and an upcoming movie, *“My All American.”*
- WHEN:** Friday, November 6th, 11:30 a.m.
- WHERE:** Wheat Ridge High School, 9505 W. 32nd Avenue
- PHOTO OPP:** Students, staff and city officials, wearing jerseys emblazoned with Steinmark’s number, will watch as Wheat Ridge Mayor Joyce Jay unveils the new Freddie Steinmark Way street sign.
- BACKGROUND:** Steinmark, a 1967 graduate of Wheat Ridge High School, led the Farmers to their first state championship. He went on to play football at the University of Texas, where he helped the Longhorns win a national title 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. Steinmark’s courageous fight against the disease inspired President Richard Nixon to launch the “War on Cancer.” Steinmark is remembered for his character, faith, and a life of courage and perseverance.

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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