

August 3, 2006  
Telo Dunne

MEDIA CONTACT: Ms.

TEL: 313-831-3500  
EMAIL: media@cloverfestival.com

FOR IMMEDIATE RELEASE:

GREAT FAITH IN A YOUNG WOMAN BRINGS THE WORLD TOGETHER TO DANCE

Christian Dance Music Festival Launch Inspired by the Life + Faith of Katie Heintz

TRAVERSE CITY, MICHIGAN, USA: The CLOVER Festival, America's first major Christian Dance music festival and the largest event of its kind, is calling the world to come together through a global dance party with a greater purpose. This greater purpose is perfectly and beautifully illustrated in the all too brief but shining life of a 16 year-old girl from St. Francis Catholic High School in Traverse City, Michigan: Katie Heintz.

Sharing the story of this extraordinary teenager and the value she holds for her family, friends, community, and now world-at-large is quite difficult, although many news stories in her hometown have made inspiring attempts to capture the essence of this special girl's life and deep, abiding trust in the Lord. Katie's spirit of love and committed Christian faith, combined with her exceptional strength of character and sparkling nature have proven to be incredibly powerful forces. She truly ignited the faith of those she directly touched while here on earth through her bravery in the face of aggressive Leukemia, her encouragement and inspiration of those around her as she herself fought to live to the fullest, as well as the gentle, positive, purposeful energy which she brought to the process of moving from this world to the next. Now, her same cheerful disposition and joyous faith in Christ will be felt by the thousands of people that will move to the groove she inspired, this August 25<sup>th</sup>, 26<sup>th</sup> and 27<sup>th</sup> at CLOVER.

The events leading up to the launch of what will be one of the most powerfully positive gatherings held world-wide are remarkable and inspiring. Festival Producer Carol Marvin shared the vision of a major music festival, one which would solely feature faith and life inspiring electronic dance music to inspire young people (a favorite component of Marvin's past globally acclaimed electronic music event, the DEMF), with Pat Doyle, President of G. Patrick Doyle and Associates, a former Mayor of Mt. Pleasant, Michigan and an incredible man of energy and creativity. He immediately thought of Katie Heintz. Pat said that he had never seen such an outpouring of love and concern as he saw given for Katie. He asked Carol what she thought of hosting the festival in Traverse City. Marvin was thrilled, citing the outstanding resort location as a perfect host city. Pat was in

agreement, but he stressed Katie, saying that it would be wonderful to create something like this positive, youth-oriented event in

honor of this special girl whose story touched so many. He immediately called Pat Heintz, Katie's Dad, to express the possibility of CLOVER and its great potential. Mr. Heintz was enthusiastically interested. Marvin put together a program outline and headed up north to present the festival for consideration. On the drive up I-75, Pat and Carol discussed which weekend would work best for the festival. They agreed on the weekend before Labor Day as the perfect time, giving thought to producing a great end-of-the-season party while kids were still on summer break. They presented the CLOVER concept and dates at a meeting with Grand Traverse Educational Foundation officials, now the CLOVER Presenting Organization, the next day. By a twist of scheduling, the presentation was held in the chapel created and dedicated in Katie's name, an idyllic place to discuss the creation of this special spirit filled event. Later in the afternoon, Pat and Carol met Leslee, Katie's mom, and watched a video of Katie's friends speaking about her life and faith. Marvin could not hold back her tears. "I was so touched, and not in sadness but in awe. This sweet, young girl had a faith that I aspire to... that every Christian does. I was overcome by the beauty of her life ." Later in the evening, Carol and Pat were discussing the day when suddenly, Marvin made the connection. The proposed festival dates were exactly one year to the date of Katie's passing. She and Pat sat stunned. Amazed at the process, they couldn't believe the coincidence of it all. The next day, Carol asked Katie's Dad about the dates. Pat Heintz just smiled and nodded slowly, saying, "That's Katie."

CLOVER stands for Christ's LOVE Restores, Respects and Rejoices. The clover is a long-standing symbol of Christianity due to its three distinct leaves representing the Trinity: The Father, Son and Holy Spirit. Of further significance, a clover plant itself offers a wonderful analogy of Christ's power and His work through one Christian: If you plant one clover in a meadow, over time the entire meadow will become clover. If you plant one Christ-living person in any life situation the events will change for the best simply by the presence and example of that special person. The CLOVER Festival joyfully celebrates the personal potential we each possess to help God create the world around us. The world needs more people like Katie.

Keep Believing Katie-Style.

