Community involvement has been a central part of Rocky Mountain PBS throughout its history.

And . . . Everyone loves a parade, right? Did you know that for four decades Rocky Mountain PBS played a role in Denver’s St. Patrick’s Day Parade encouraging people to Watch! Bid! And Buy!

It all started in MARCH 1967 as a perfect way to promote the 2nd annual televised Channel Six Auction to the Denver community. Channel Six staff and volunteers (then known as “The Ladybugs”) joined forces to create a float to appear before a “live audience” of people lined along the streets of downtown Denver. Signs, balloons, camera, microphones, a mini-studio and friendly faces all came together to make a wonderfully eye-catching float.

Many more Channel Six Auction floats were created over the next four decades.

Enjoy viewing the archived collection of float photographs showing the imaginative displays used throughout the years to promote the Channel Six Auction.

Perhaps the photos will inspire you to attend the 2017 St. Patrick’s Day parade on March 11.
For many years, KRMA/Rocky Mountain PBS participated in the annual St. Patrick’s Day Parade in downtown Denver.

The Auction floats brought attention to the annual televised Auction while also serving as a means to fulfill the station’s mission of community involvement.

The combination of the creative talents of volunteers and staff, along with the participation of Mrs. Bird (station mascot), Clifford, Super School News students, local Girl Scouts, auction donors and enthusiastic bystanders made this a highly popular community event.
Station’s Archived Memories (SAM) has digitally archived over **sixty thousand** photographic memories of the station’s history.

We hope that this exhibit will serve as a reminder to both staff and volunteers to take photographs at all station events (and even everyday events) so they will become a part of the station’s story in the years ahead of us.

The archives welcome photographs of your CURRENT events throughout the year. Contact SAM to search for more stories or to donate YOUR photos.

**Station’s Archived Memories aka SAM:**

SAM@rmpbs.org or X-5734.