

## Thursday Night Theme: Neon Lights Shine Bright in Denver

Denver had a "Neon Era" during the mid-20th century, particularly in the 1950s and 60s, when neon signs became a vibrant form of advertising and urban art. The mid-century neon signs on Colfax Avenue are a reminder of the corridor's past life as the **"Gateway to the Rockies."** Elaborately designed and brightly lit signs lined Colfax Avenue as motels, restaurants and roadside attractions competed for the business of travelers. The neon signs are iconic within the community and represent an important piece of Colorado history.

**Our Thursday night reception is designed to celebrate Denver's neon sign/light history.**

Wear your most **bright** and **bold** neon colors and if they happen to glow in the dark, that's even better!!! And feel free to cowboy it up!!!

