

# AMERIQUEST® Connection

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*A magazine for Ameriquest Mortgage Company associates*



## Up, Up and Away

*The Ameriquest Soaring Dreams Airship Celebrates Hopes and Dreams of America's Youth  
'I Do The Right Thing' · Awareness Campaign and Resources Help Associates Take Action*

# Up, Up and Away

*The Amerquest Soaring  
Dreams and*

**A**s more than 34,000 baseball fans looked on, the 206-foot *Amerquest Soaring Dreams Airship* made its world debut, soaring above Los Angeles, Calif.'s Dodger Stadium on April 3. Amerquest associates and young artists joined Dodgers and Angels fans, celebrating the launch of Amerquest's colorful new airborne goodwill ambassador.

The airship's maiden voyage was the result of thousands of hours of work by young painters, along with Amerquest's history-making decision to turn a promotional blimp into the world's largest airborne display of children's artwork.

The airship, formerly *Amerquest Airship Liberty*, was redesigned to become the focal point for all the company's philanthropic and community-outreach efforts, says Julie Brandt, vice president of Corporate Philanthropy and Public Affairs.



Individual panels for the airship were painted by thousands of children in pediatric facilities and after-school programs throughout the Southwest. In addition to painting, all the young artists also completed goal cards, succinctly outlining their own personal hopes and dreams for the future, and what they will need to do to reach their goals.

The airship project was created in conjunction with Los Angeles-based Portraits of Hope, which is dedicated to helping children overcome adversity by participating in the creation of large public works of art.



**"I HELPED PAINT THAT BLIMP!"**—A young artist watches with rapt attention as *The Amerquest Soaring Dreams Airship* makes its maiden flight over Dodger Stadium in Los Angeles. This young man was one of approximately 4,000 children who helped paint the airship.



## FAST facts

- > *The Amerquest Soaring Dreams Airship* contains approximately 4,000 artists' signatures.
- > Approximately 9,000 brushes were used in 72 painting sessions to create the airship's colored panels.
- > The airship's painted surface measures 25,000 square feet.
- > A total of 40,000 square feet of material was originally painted during children's painting sessions; but while not all of the material made it to the blimp, the resulting design includes panels signed by every child who painted.
- > There are approximately 32.4 million perforations in the airship's painted canvas panels, allowing water and air to pass between the panels and the airship's hull.
- > The airship design features 14 colors and five basic geometric shapes.



**FIELD OF (SOARING) DREAMS—**  
Dodger second-baseman Antonio Perez pauses during the pre-game warm-up to congratulate some of the young artists whose talents are showcased on *The Ameriquest Soaring Dreams Airship*.

## Dreams Airship Celebrates Hopes, Potential of America's Youth

"The beauty of this program is that the visual component speaks for itself," Brandt says. "Children from across the country who may never meet one another are joined together in an enormous collaborative effort and can all look up in the sky and point to the blimp and say 'We did that' with a sense of pride."

Ameriquest's arrangement with the airship is not a traditional sponsorship, Brandt explains. "Unlike other corporations, Ameriquest's arrangement with Portraits of Hope is a true partnership. It's important for our associates to know that Ameriquest and Portraits of

Hope worked together for several months to develop the philosophy and theme for this project. We understood that it was part of the Ameriquest tradition that our associates want to be personally connected to our community-involvement projects.

"We wanted to make sure the Soaring Dreams project honored and preserved that tradition. We didn't want to just support them with



**WELCOMING FANS—**  
Vice President of Corporate Philanthropy and Public Affairs Julie Brandt greets fans at Dodger Stadium April 3, who had the opportunity to watch *The Ameriquest Soaring Dreams Airship* make its first flight.

**FOLLOW EVERY RAINBOW—**Approximately 9,000 brushes were used to paint *The Ameriquest Soaring Dreams Airship*.



## Meet the Artist Behind Soaring Dreams

### Ed Massey Wants Airship to 'Make People Look Up and Smile'

Just days before the launch, when Ed Massey asked an assistant to move a colored panel "two inches up and a half-inch to the left" on *The Ameriquest Soaring Dreams Airship*, he was not just fretting over minutiae. The artist and Portraits of Hope co-founder was trying to ensure that the world's first, largest airborne display of children's artwork would reflect the painstakingly precise design that was created specifically for this airship.

"Nobody had ever designed an airship quite like this before," says Massey. "The weight and curvature made it tough to install flat panels on the ship's body—but, luckily, we had the world's best installers working on it with us. The installation crew was top-notch."

When Massey first met with Ameriquest executives to formulate the airship's initial design, he asked everyone in the room to draw a house. He then collected the drawings, and pointed out that the designs all used the same basic shapes—squares, circles, ovals, rectangles and triangles. Those elemental geometric shapes, and a palette of 14 colors, formed the basis for *The Ameriquest Soaring Dreams Airship*—and the airship provides a central theme for all of Ameriquest's philanthropic and community-service efforts.

The children who helped paint colorful panels for *The Ameriquest Soaring Dreams Airship* all filled out goal cards, describing their hopes and dreams for the future. They were also challenged to think about specific steps they needed to take to realize their dreams.

"We link the kids' goals to our program goals," Massey explains. "We want to show the children that planning and dreaming are never wasted; that looking for a brighter future is something that everybody can do, regardless of what challenges they're facing today."

Massey's 10-year-old organization brings art projects to children in hospitals and after-school programs worldwide, from Osaka, Japan to Beverly Hills, Calif. Massey was eager to work with Ameriquest on *The Ameriquest Soaring Dreams Airship*.

"At Portraits of Hope, we work with physically and emotionally challenged youth, in hopes of giving them a chance to be a part of this huge, flying, fantasy-like project," Massey says. "We love seeing it fly and knowing that it gave our young artists a once-in-a-lifetime opportunity. Everyone has a dream—Ameriquest helps people realize their dream of home ownership, and this project is helping our young artists make their dreams real."

The theme song, "Soaring Dreams," available at [www.portraitsofhope.org](http://www.portraitsofhope.org), was written specifically for the airship by Dawn Harris and Leslie Oliver. It echoes Massey's sentiments. Its second verse reminds listeners to "Create your reality ... every heart has a dream." 🎧



Ed Massey

