

BRIDGTON'S FOUR ON THE FOURTH SPONSORSHIP LEADERS BRIDGETTE FULLER & ALICE GOLD



Alice Gold - Bridgton's 4 on the Fourth

This July 4th marks the 50th year of Bridgton's 4 on the Fourth road race. There is no doubt the race's incredible success is because of the loyal and enthusiastic people that organize and run it. Two of the movers and shakers behind the race are Alice Gold and Bridgette Fuller. They reach out and inspire local companies to become race sponsors. And inspire they do!

Here's a bit more about these two gals that are making a big difference in Bridgton.

Alice Ross Gold was born in New York City and raised in White Plains, NY. She attended White Plains High School and went on to earn her BA in psychology from the University of Michigan and her PhD in social psychology from Columbia University. Alice, and husband, Gary, have two daughters, Lauren and Katie, and two granddaughters. Alice spent her career as a psychology professor at Wesleyan University then

as a strategic planner for Travelers Insurance Company. She then became the owner of a running store in West Hartford, CT, selling after 11 years to retire. More or less. She is a volunteer elementary school gardening teacher in Hartford. And her work on Bridgton's road race, starting in 2013, takes up plenty of her available hours as an organizational master. Alice came up with the idea to start a race specifically for children and so began the Kids Fun Run which takes place the day before the adult race.

Alice says, "I have a long relationship with the Bridgton area and I love it here. I've been coming to Maine since I was 10 years old when I started going to Camp Walden on Sand Pond in Denmark. My mother attended Walden in the 20's. Bridgton became the place where we spent our family vacations. Both my daughters and granddaughters have attended Camp Walden."

Bridgette Fuller joined Alice in the race's sponsorship endeavors a few years ago and their partnership has been amazing. Alice



Bridgette Fuller - Bridgton's 4 on the Fourth

gives Bridgette the credit for being the front face of today's heightened sponsorship efforts and success.

Bridgette Fuller is from Atlantic Highlands, New Jersey. She graduated from Kutztown University. She began her career in financial sales and launched her first sales consulting company at the age of 24. She is married to Jason Fuller. Jason owns WF Painting in Bridgton. The Fullers have one son, Benjamin, age 11. After spending several years as a stay-at-home mother, Bridgette returned to the workforce and built Fuller Business Solutions which provides bookkeeping, payroll, and tax services to over 150 businesses.

"I love everything about the town of Bridgton," Fuller says. "I like how people are kind and it is community based. I like the way Bridgton feels like it's set back 50 years from the rest of the world. There's a certain level of peace and calmness that comes with the town. It's very important to me to help Bridgton sustain the things that make it special and one of those things are our local nonprofits, especially the library."

Alice says, "I think the Kids Fun Run and the Four on the Fourth races are wonderful contributors to life here. It brings people together and it brings visitors into the town to learn more. It's good for business and it's good for our sense of community. The Four on the Fourth has grown to be one of the largest road races in Maine. Our sponsors are so incredibly important to the race. They epitomize the 'local feel' while attracting runners nationwide. And our fundraising efforts are incredibly helpful to the Bridgton Library."

Bridgton's 4 on the Fourth group has raised over \$1M for the Bridgton Public Library and other local nonprofits since its inception in 1976.

For more information on Bridgton's 4 on the Fourth go to www.fouronthefourth.com. Want to become a sponsor? Contact Alice or Bridgette at bridgton4onthefourth@gmail.com.

Written and photographed by Rachel Andrews Damon