



FOR IMMEDIATE RELEASE:

CONTACT:

Shannon Baumgardner
Mayfest, Inc.
817-903-6116 cell
shannon@mayfest.org

MAYFEST ANNOUNCES FESTIVAL FOR 2010

Fort Worth, Texas August 28, 2009

Mayfest, Inc. has announced the return of the Mayfest festival for 2010. This favorite Fort Worth family tradition will return for four days spreading over 33 acres in Trinity Park, along the banks of the Trinity River. The gates will open on Thursday, April 29, 2010 and continue through Sunday, May 2, 2010. The festival will focus on favorite traditions while exploring new and exciting entertainment possibilities for all greater Fort Worth families to enjoy.

The Mayfest festival 2009 was set and ready to open, but was canceled on April 30, 2009. The City of Fort Worth canceled the four day festival three hours before it was scheduled to open as a precaution against the Swine Flu. Mayfest would have celebrated its 37th year.

Directly after the closing many festival vendors came forward to reduce or relieve their invoices to Mayfest in an effort to help the festival. This, along with careful expenses and an operating reserve has Mayfest, Inc. currently in a financially positive position which enables the festival to return for 2010.

Elizabeth Basham, Mayfest, Inc. Executive Director is cautiously optimistic for the future of Mayfest beyond 2010. Fundraising efforts are underway, including the 1000/100/100 Campaign asking 1,000 people to generously give \$100 in 100 days to raise \$100,000 to help replenish the operating fund. Without it, Mayfest's future could be bleak.

Mayfest, Inc.'s mission is two-fold – to garner awareness for Trinity Park and the Trinity River in an annual celebration, and to raise funds for support of community programs and Fort Worth's parks and river. Mayfest festival is four day family festival that attracts over 200,000 people annually. Over 2,200 volunteers contribute over 12,000 hours of service during the annual event. All profits from Mayfest, \$5.8 million to date, are distributed to its founding partners that support the greater Fort Worth area through the beautification and recreational development of the Trinity River and local parks, as well as various community programs.

Donations may be sent to the Mayfest, Inc. office located at 255 Bailey Ave., Fort Worth, Texas 76107 or online at www.mayfest.org. All donations are tax deductible to the full extent allowable by law. Mayfest, Inc. is a 501 (c) 3 non-profit organization.

For more information on SAVE MAYFEST fundraising campaign, go to www.mayfest.org or call 817-332-1055.

-END-