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MAYFEST, INC. ANNOUNCES TITLE SPONSOR FOR MAYFEST RUN 2010

Fort Worth, Texas February 10, 2010

Mayfest, Inc. announced today that Chesapeake Energy has joined with Mayfest as the title sponsor for the Mayfest Run 2010. This is the second year that Chesapeake Energy has generously supported the Mayfest Run and the third year for their collaboration with the Mayfest festival.

The Chesapeake Energy Mayfest Run 2010 will be held Saturday, May 1, 2010 with the 1K Fun Run beginning at 7:45 a.m. followed by the USATF certified 5K and 10K runs beginning at 8:00 a.m. at the Trinity Park Duck Pond. Gather your friends and family and enjoy your run through the park and along the Trinity River finishing at the south entrance of Mayfest. The awards ceremony follows at approximately 9:30 a.m. with live music and plenty of food and beverages at the Riverbank stage area. Family activities ensure fun for the whole family.

Register online at www.mayfest.org beginning March 1, 2010 or in person at Luke's Locker Fort Worth in Montgomery Plaza.

The Mayfest festival was canceled on April 30, 2009. The City of Fort Worth canceled the four day festival just three hours before it was scheduled to open as a precaution against the Swine Flu. Mayfest would have celebrated its 37th year in Trinity Park, along the banks of the Trinity River.

Mayfest, Inc. announced earlier that plans were underway for the festival to return in 2010 on April 29th – May 2nd. While the festival will return in the coming year, substantial fundraising is needed to replenish the operating reserve fund that was depleted after the forced closing. It was because of this fund, and the support of many Mayfest vendors who canceled or drastically reduced their invoices, that allows Mayfest the opportunity to return for 2010.

Mayfest, presented by Mayfest, Inc., is a four day family festival that attracts over 200,000 people annually. Mayfest is Fort Worth's oldest family festival and spreads over 33 acres in beautiful Trinity Park. Over 3,000 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 to MAYFEST 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.

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