



FOR IMMEDIATE RELEASE

**Downtown Boulder's Fall Festival is Back and Better Than Ever
September 24 – 26 on the Pearl Street Mall**

After a year hiatus, one of the area's favorite fall celebrations returns with live music, brews, artisan booths, a children's carnival and much more

[Boulder, CO] **September 14, 2010** – For over two decades, Downtown Boulder's Fall Festival has drawn locals and visitors alike to the heart of the city – the renowned Pearl Street Mall. A true celebration of community spirit, this three day event offers live entertainment on the Eldora Main Stage, a beer/wine/margarita garden, food, artisan booths and the Tillamook Children's Carnival.

New this year, live entertainment for the kids and all those young at heart. On Saturday and Sunday (11 a.m.), *A Delightful Show* will take place on the Boulder County Courthouse lawn. The show is an exciting, acrobatic, fabulously costumed contemporary circus for the whole family. It's a 35 minute story revolving around a picnic, imaginations, dreaming and a group of very hungry dream travelers. The show is a one-of-a-kind opportunity to let your imagination soar. In the Tillamook Children's Carnival tots will enjoy rides, games and inflatables perfect for preschool and early-elementary age kids. On Friday, \$10 will cover an unlimited, all-you-can-ride pass. On Saturday and Sunday, tickets to the carnival will be available for purchase.

On the Eldora Main Stage fan favorites like the Hazel Miller Band, That Eighties Band, Soul Sacrifice, Wendy Woo, Rebecca Folsom and others will perform throughout the event (see below for a complete schedule). Attendees on Sunday will get a sneak preview of the Broadway smash hit, "13 the Musical" before it bursts onto the stage for the show's Rocky Mountain regional premiere in late October. "The 15 minute sneak peak at Fall Festival is a fantastic opportunity for Front Range audiences to get a feel for this smart, contemporary Broadway musical performed by very talented young performers, some of whom could very likely go on to the national stage," said Travis LaBerge, executive director and founder of Boulder's Parlando School for the Arts.

This year, Fall Festival will also host the Ford Fiesta Lounge. Visitors to the Lounge will enjoy live music, a free photobooth, WiFi bars with iPads and much more. Additionally, Tillamook's "The Loaf Love Tour", consisting of a trio of mini-buses that are retrofitted from 1966 Standard VW Microbuses to resemble Baby Loafs of Tillamook cheddar, will be making a special stop at Fall Festival. Attendees will sample Tillamook's award-winning medium and sharp cheddars, made without the use of artificial growth hormones in the Pacific Northwest by the farmer-owned company. Individuals will also receive free Loaf Love Tour buttons, recipes and coupons for future Tillamook Cheese purchases. For more information on Tillamook's Loaf Love Tour, visit www.LoafLoveTour.com.

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This year's event could not go on without acknowledging the brave firefighters who worked relentlessly to put out the Fourmile Canyon Fire. Downtown Boulder has partnered with organizers of the Fourmile Heroes (www.fourmileheros.org). Volunteers at the event will be stationed by one of Stephen Tebo's classic fire trucks selling local artist Steve Lowtwait's special edition poster thanking firefighters. One hundred percent of the proceeds from the sale of the posters are being donated to the Boulder County Firefighters Association Fund. Tip donations from the beer/wine/margarita garden will be donated to relief efforts and Red Cross donation boxes will also be setup throughout the event.

SCHEDULE:

Friday, September 24 5 – 10 p.m.

Eldora Main Stage:

5 – 6:45 p.m. Deja Blu

7:30 – 10 p.m. Rebecca Folsom

Saturday, September 25 11 a.m. – 10 p.m.

11 – 11:45 a.m. - A Delightful Show – *Courthouse Lawn*

Eldora Main Stage:

12:30 – 2 p.m. Lisa Bell

2:30 – 4 p.m. The Lovely & Talented

4:45 – 6:45 p.m. Wendy Woo

7:30 – 10 p.m. That Eighties Band

Sunday, September 26 11 a.m. – 6 p.m.

11 – 11:45 a.m. A Delightful Show – *Courthouse Lawn*

Eldora Main Stage:

2 – 3:30 p.m. Soul Sacrifice

4 – 5:30 p.m. Hazel Miller Band

All Day Saturday & Sunday:

Downtown Boulder's Fall Festival Art Show - *Pearl Street from 11th – 15th*

Beer garden - *1300 Block of Pearl Street*

Tillamook presents The Children's Carnival - *14th Street between Spruce and Pearl*

Ford Fiesta Lounge - *14th Street south of Pearl*

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Fall Festival is produced by Downtown Boulder. Inc.

Sponsors include: Ford Fiesta, Camera, 9NEWS, KBCO and City of Boulder Parking Services

For more information:

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About Downtown Boulder, Incorporated

Downtown Boulder, Incorporated (DBI) is a non-profit organization, founded in 1984, dedicated to continued preservation, promotion and enhancement of Downtown Boulder as the heart of the greater Boulder community. With a mission to maintain Downtown as the center of commerce, government, culture, and leisure, DBI's membership supports the overall vitality of Downtown through public advocacy, political involvement, and by producing year-round community events that enhance the Boulder experience for residents and visitors. (<http://www.boulderdowntown.com>)

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