



THE MUSHROOM FESTIVAL, INC.

FOR IMMEDIATE RELEASE

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FOR MORE INFORMATION CONTACT:

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The 26th Annual Mushroom Festival September 9 to 11, 2011 Kennett Square, Pa.

From food and farm tours, to celebrity chefs and shopping there's plenty of fun(gi)! Take a stroll down Mushroom Boulevard (State Street the rest of the year) in beautiful Kennett Square, Pennsylvania and celebrate the area's number one crop—the mushroom.

The Community Parade kicks off the Festival on Friday, September 9 at 6 p.m. The Street Fair runs Saturday, September 10 (10 a.m. to 7 p.m.) and Sunday, September 11 (10 a.m. to 5 p.m.) with special activities such as cooking demonstrations and concerts scheduled throughout both days.

Don't miss your chance to learn from Jose Garces, Food TV Iron Chef and Philadelphia restaurateur, on Saturday, September 10, 1:30 p.m. in the Special Events tent.

Details, schedules, a brochure and map are available on the Mushroom Festival website: www.mushroomfestival.org. For more information call 610-925-3373.

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Located in Kennett Square, Pennsylvania, The Mushroom Festival is held the weekend after Labor Day each year. Attendance estimates are about 80,000 visitors over the two-day event. The Mission of The Mushroom Festival, Inc. (a non-profit 501 (c)(3) corporation), is to promote the mushroom, educate consumers about the health benefits of mushrooms and to promote tourism in Southern Chester County, all while financially supporting local and regional charities through a grant process. The Festival awarded \$70,000 to local non-profits in from 2010 proceeds.

High resolution jpgs are available under the Media tab at www.mushroomfestival.org

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