



THE MUSHROOM FESTIVAL, INC.

FOR IMMEDIATE RELEASE

AUGUST 2, 2011

FOR MORE INFORMATION CONTACT:

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Be Part of the Mushroom Festival: Register Now for Events

KENNETT SQUARE, PA— Take your Mushroom Festival experience to the next level by registering for one of its special events such as the Antique and Classic Car Show, the Mushroom Run/Walk, or the Cute-As-A-Button (Mushroom) Baby Photo Contest, or the Community Parade. Many events offer discounts for preregistration and include admission wristbands. Details for each event follow.

Antique and Classic Car Show: Sit in the shade along Broad Street and proudly display your antique or classic car for all our Festival guests to admire. This annual event is a Festival favorite of our attendees. Preregistration is open until September 2 for \$15. Open registration the day of the event, is \$20. The first 100 registrants receive a t-shirt, dash plaque, one admission wristband, and a free package of mushrooms. The event runs from 11 am. To 4 pm. On Saturday, September 10.

Mushroom Run/Walk: Make the commitment now to start your Mushroom Festival Sunday with a brisk run or walk along the scenic Red Clay Valley. If you like a little competition, set your goals on winning! This annual 5K run and 2-mile walk starts and finished in front of Kennett High School and traverses along the winding Red Clay Creek, passing a few of the area's mushroom farms along the way. Preregistration is open until August 28 for \$15. Race-day (Sunday, September 11) registration is \$20. There are t-shirts for the first 125 registrants. Admission wristbands are included. Prizes are awarded for first place overall male, female, and walker. Medals are awarded for first, second, and third place in all age categories. Beverages and snacks are provided after the run. Race kicks-off at 8:30 am on Sunday, September 11.

Cute-as-a-Button: Entries are being accepted for the Cute-as-a-Button (Mushroom) Baby Photo Contest through August 20. Take a photo of your precious Button (6 to 15 months old), Crimini (15 to 24 months old) and/or Portabella (2 to 3 years old) and send it to us with the application form. From August 26 through September 4 encourage all your friends and family to vote online for their favorite in each category (of course it will be yours). The top three vote getters will compete for the 2011 title of Cutest Button, Crimini, and Portabella at the Festival as festival attendees vote with their pocket change for the cutest baby photos.

P.O. Box 1000 ▪ KENNETT SQUARE, PA 19348 ▪ (610) 925-3373 ▪ www.mushroomfestival.org

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Community Parade: The Community Parade is a great opportunity for area clubs, organizations, neighborhoods, and friends to come together and be a part of the festivities by entering a float, organizing a marching band, or coming as a marching unit. The theme for the float contest is: A Celebration of Hope: Remembering 9/11 as on Friday, we celebrate the resiliency of community and take a moment to remember and honor the victims of the 9/11 attacks as the 10th anniversary of this event approaches. The parade kicks-off at 6 pm from Birch and Broad Streets and travels through the Borough ending back at Broad Street.

Entry and registration forms for all these events are available for download at www.mushroomfestival.org (click the Contests and Applications tab). Please call 610-925-3373 for questions.

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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 100,000 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 2011 from 2010 proceeds.

High Resolution jpgs can be downloaded from the Media tab at www.mushroomfestival.org