



THE MUSHROOM FESTIVAL, INC.

FOR IMMEDIATE RELEASE

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FOR MORE INFORMATION CONTACT:

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Have a fun(gi) great time at the 26th Annual Mushroom Festival September 9 to 11, 2011

Check out www.mushroomfestival.org for details

KENNETT SQUARE, PA— Twenty-six years ago a few proud citizens of Kennett Square decided to celebrate the area's number one crop: the mushroom. From food, to art, to music, to contests this year's twenty-sixth annual festival will be bursting with fun(gi) for everyone! Be part of the fun doing the Mushroom Stroll down Mushroom Boulevard (State Street the rest of the year) on September 10 and 11, 2011 at the 26th annual Mushroom Festival. Add in the Community Parade, Old Fashioned Carnival and Oldies '98 Dance Party on Friday evening, September 9 and there's a whole weekend of fun in Kennett Square.

"We are really excited to have two celebrity chefs joining us this year," says Mushroom Festival Coordinator Kathi Lafferty on one of the highlights of this year's festival. "I can't wait to see what Iron Chef Jose Garces and Top Chef DC winner Kevin Sbraga do with mushrooms."

Our Festival favorite events returning for 2011 include Farm Tours, the Growers' Exhibit, Mushroom Soup at the Masonic Lodge, Stanley Steamers, live music on Del's Stage and great acts on the Children's Stage, the Cute-as-a-Button (Mushroom) Baby Photo Contest, and the Painted Mushroom Silent Auction. The Street Fair features nearly 200 vendors with lots of ways to enjoy mushrooms from mushroom soup to grilled portabellas, to wraps and ravioli, to mushroom ice cream, plus mushroom sculptures, mushroom jewelry, and more.

Favorite Saturday events include the Antique and Classic Car Show and the Amateur Mushroom Soup Cook-off. Jose Garces takes center stage in the Special Events Tent at 1:30 pm (tickets are available at our website). Kristin McGuigan, of the Back Burner in Hockessin Delaware kicks-off our cooking demonstrations at 10:30 am on Saturday. The Amateur Mushroom Soup Cook Off rounds out the culinary events at 4 pm on Saturday.

Sunday is Go Pink Day at the Mushroom Festival as we highlight the mushroom's cancer-fighting/prevention qualities and support the continuing research at The City of Hope. Start your Sunday morning at the Mushroom Run/Walk along the Red Clay Creek. The Soup and Wine Event takes Center Stage in the Special Events Tent as guests vote for the best Mushroom Soup in the region and sample a few of the area's local wines. In the Culinary Tent join Kevin Spraga, Steve Latona (Restaurant School of Philadelphia), and Cynthia Goch as they share some tips on cooking with mushrooms.

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

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Don't forget the Mushroom Festival is a great place to take home some of the freshest mushrooms around. Stop by the Mushroom Sales Tent and place your order any time then pick up your mushrooms from the refrigerated trucks near the exits on your way home.

Admission is \$2 for everyone 12 and up. All proceeds benefit local and regional non-profit organizations through the Mushroom Festival Grant program. Last year 31 local organizations received \$70,000 in grants to help our diverse community.

Check out the official Mushroom Festival website at www.mushroomfestival.org for an up-to-date listing of everything that's happening.

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