



## NEWS RELEASE

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### Go blue on our red brick streets

NACOGDOCHES - Being blue will be lots of fun at the 18<sup>th</sup> annual Texas Blueberry Festival, on Saturday, June 9 in Nacogdoches. The excitement will begin at 8 a.m. and continue until 4 p.m. Blueberry pancakes are often ready by 7:30 a.m., according to Dave Kulhavy of the Kiwanis.

Every year, people from all around travel to Nacogdoches to get a taste of Texas' best blueberries. This year will be no different. The downtown area of the oldest town in Texas is guaranteed to be blueberry jam-packed with a huge variety of entertainment and activities.

The only state-sanctioned blueberry festival in Texas features live music on three stages, friendly competitions, blueberry farm tours and tons of blueberry treats. Many activities are free of charge including admission to the festival. Some events charge nominal fees.

The Nacogdoches County Chamber of Commerce produces the festival, with proceeds benefiting its various community and business development programs. The festival itself makes close to a one-million-dollar impact on Nacogdoches with more than 7,700 pounds of fresh blueberries sold and approximately 6,000 out-of-town visitors. "The visitor spending is significant, as they stay in hotels, buy from local stores and generally bring in new dollars to our economy," said Honorary Chairman Mayor Bob Dunn.

The festival was featured in the March 2007 Texas Monthly travel supplement as one of "Six Texas-sized Family-Friendly Festivals." Texas Monthly counts 300,000 subscribers with a "pass-around" circulation of several times that number.

"Our streets will be lined with more than 100 vendors selling everything from food to unique arts and crafts, and of course, fresh blueberries," Dunn said. "There'll be something for every age. You'll just have to see it for yourself."

Free live entertainment will be set on three different stages. Each stage will have different types of performers all day. To enjoy some of that old country sound, join the party at the Plaza Principal stage located on Pilar at Pecan Street. For the pop and cool music fans in the crowd, there will be a selection of soft rock, jazz and Americana genres performing at the Main Street Stage on the brick streets of El Camino Real. For all those who like to switch it up, the Rotary Stage at Festival Plaza located just south of downtown and Banita Creek will have a variety of entertainment including winners of the Little Miss Blueberry Pageant, some Rockin' Tex Mex music, a clogging performance and more.

In addition to the entertainment at the three stages, the amazing trick-rope artist, Burt Hairgrove, is back again this year to astonish the Texas Blueberry Festival crowd with some of the most difficult and elaborate roping tricks ever seen.

Kids can climb a rock wall, jump in inflatable jump houses in the Bounce Park, paint a Big Blue mural, make and take craft items, participate in a costume contest, ride Elsie's Borden Express train and visit a petting zoo.

For the motor enthusiasts, the Goldwing Motorcycle Show and Deja Blue Classic Car Show are back.

If you have a competitive nature, you can enter the Blue (Horse) Shoes and Washer Tourney, which offers both in-ground and board washer competitions. You could also challenge your friends to play in the 42 Tourney.

Representing the sweeter side of the competitions are the ice cream and cobbler contests, and the pie eating and pie making contests. New to 2007, is a cake decorating contest. Remember to take time to out of the busy schedule of events to hang out at the Blueberry Hill Soda and Sweet Shoppe.

The brick streets of downtown will be closed to vehicle traffic during festival hours. An information center, maps and directional signs will make it easy for visitors to find everything they need.

Blue Sapphire Sponsors of the festival include H-E-B and Brookshire Brothers.

If everyone knew that being blue felt this good, they would be blue more often.

Get the 2007 Texas Blueberry Festival t-shirts right now. They are available in all sizes ranging from youth to adult and can be picked up at the Chamber office.

For more information about the Texas Blueberry Festival, call the Nacogdoches County Chamber of Commerce at 936-560-5533 or the Nacogdoches Convention and Visitors Bureau at 1-888-OLDEST-TOWN. Blueberry information can also be accessed online at [www.texasblueberryfestival.com](http://www.texasblueberryfestival.com).