



Public Service Announcement
3rd Annual All About Uptown Festival
September 25, 2010
www.allaboutuptown.com

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**ALL ABOUT UPTOWN FESTIVAL: A CELEBRATION OF ART AND LIVING
SET FOR SEPTEMBER 25, 2010**

Festival Overview:

Reflecting Uptown's unique charisma and charm, the *All About Uptown Festival* is the signature event and the biggest weekend of the year for Uptown Dallas Texas. This 3rd annual free-to-attend, outdoor "visual and performing arts festival" attracts a diverse audience of affluent art and music enthusiasts. The Festival highlights the myriad of restaurant, shopping, entertainment and living options found in this charming pedestrian friendly community.

The Festival features food, music, trolley rides, historic home and cemetery tours, artist and artisan booths, an artist village with artists creating and educating attendees on the creative process, chef demos by the hottest Uptown chefs, and interactive pet contests. The Festival also features an activity area with hands-on art projects for kids of all ages.

Acting as an Open House for Uptown, the Festival offers local businesses and corporations direct exposure and contact with attendees, providing them with a platform to introduce new services or products to this desirable demographic.

Location:

Located just North of Downtown Dallas and the Arts District, locals liken Uptown to Boston's Back Bay or New York's Soho. This 125-year-old neighborhood has experienced a surge of residential growth that also brought new clubs, shops and restaurants. With luxury high-rise condos, ultra modern townhouses, high-end apartments, and opulent hotels, Uptown is the place to experience urban living at its finest. Acting as a city within a city, the 500-acre area features residential communities, high-end boutiques, restaurants, galleries, antique shops, and old fashion trolleys. McKinney Avenue is Uptown's main street and the McKinney Avenue Trolleys connect the Uptown area with the Downtown Arts District.

The Festival is located on Fairmount Street between McKinney Avenue and Cedar Springs Road in the heart of

Uptown. Attendees may park for free at the Crescent Real Estate Tower, located next to the Rosewood Crescent Hotel or ride DART to the Cityplace Station and connect to the McKinney Avenue Trolley.

Dates and Times:

Saturday, September 25, 2010

11:00 a.m. to 10:00 p.m.

Admission: As a gift to the community, the All About Uptown Festival charges no admission.

Attendance: Over 12,000 art enthusiasts, young professionals and families are expected to attend the Festival.

Music: With Dallas's reputation as a present-day Mecca for cutting edge music of all types, the All About Uptown Festival features continuous entertainment from two stages with everything from jazz, rock-n-roll, blues and country.

Art: Artists from Dallas and throughout the United States will be displaying their works for art lovers and collectors to savor and purchase. Media include painting, photography, sculpture, mixed media, printmaking, ceramics, metal, glass, fiber, and wearable fashion.

Chef Showcase Tent: Uptown's hottest chefs will be showcasing their talents and preparing tasty bites for the audience to sample and savor. An assortment of wines will also be available for the perfect pairing.

Kids Korner: Hands on fun for children of ALL ages! Local Master Artists will guide participants through the process of making art where each individual can be truly successful the first time out. All materials are provided and the experience is free to all who wish to participate. Let yourself go, let creativity flow and experience the joy of being an artist!

Pets R Uptown: Pet owners are invited to bring their "Best Friends" to the festival and enter them in a variety of fun shows and contests. Cooling stations, snacks, pet classes and training demonstrations are offered free of charge to festival pets and their owners.

Historic Tours: Experience the culture of Uptown with guided tours of one of Dallas' most historic areas.

Uptown Trails Cemetery Tour

One of Dallas' most significant cemeteries provides visitors a glimpse into history. The Greenwood Cemetery, located off of McKinney Avenue near Bowen Street, is the resting place for eight former Dallas mayors. The cemetery is open for self-guided tours from noon to 5 p.m. during the Festival.

State Thomas Historic District Tour

Now known as the State Thomas Historic District, the surrounding few blocks contain the most intact collection of historic residential structures of the late 1880's Victorian period remaining in Dallas. It is the last remnant of a once large, fashionable upper-middle-class community. During the festival, guided historic tours will feature select homes that offer a range of historic architectural interest including the Freedman's Memorial, a dedicated place honoring Dallas' early African and African-American settlers from the Post-Emancipation era. Motor coaches pick up and drop off at the corner of Routh Street and McKinney Avenue.

McKinney Avenue Trolleys: More than 250,000 people ride the McKinney Avenue Transit Authority vintage trolley cars each year. With 5.2 miles of track in the heart of Uptown, where McKinney Avenue still uses the original red bricks with which the street was paved in 1892, many choose the trolley as alternative, green transportation along with being a great ride back in time. The trolley system connects with DART at the City Place Station. On the day of the festival, trolleys are available every 15 minutes from 10 a.m. to midnight picking riders up at various stops. The trolley stop closest to the festival entrance is on Fairmount Street at McKinney Avenue. Docents will entertain riders with interesting history and fun facts along the route.

Festive cuisine: The Festival's outdoor cafés and local restaurants will offer a wide range of excellent foods from around the world. Beer, wine and sodas and other beverages will be available along the stroll to quench the thirst of Festival attendees. In support of Festival cafés, no coolers please.

Sponsors:

Uptown Dallas Inc. is able to bring this free to attend festival to the community because of the support it receives from major media and corporate sponsors who are integral in the development of cultural life, community pride, tourism and economic growth to the area.

Get Involved:

Becoming a volunteer at the *All About Uptown Festival* a great way to enjoy the day's activities while giving back to the Uptown community. Visit www.allaboutuptown.com for a list of volunteers opportunities and instructions on how to get involved.

About Uptown Dallas, Inc.

The *All About Uptown Festival* is produced by Uptown Dallas, Inc. (UDI), a non-profit corporation, established to represent and promote business in the Uptown area. For more information, please call Uptown Dallas, Inc. at (214) 871-7696 or visit www.UptownDallas.net.

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For more information or to schedule an interview, please contact Stephen Millard at stephen@meifestivals.com or 214-855-1881.