



For Immediate Release

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 many restaurants, shops, 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, interactive pet contests and the Fall Fashion Trend Report. 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.

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.

Festival Location:

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: The All About Uptown Festival is free to attend.

Attendance: Thousands of 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. Headlining the Main Stage this year include Beto and the Fairlanes, *a World Beat, Latin pop, jazz and salsa band from Austin, Texas*, Wheels of Fire *a Dallas based Cream tribute band that also does original material*, Voodoo Blue *performing a tribute to the music of Stevie Ray Vaughan and Double Trouble*, Petty Theft *a Dallas, Texas based encomium to Tom Petty and the Heartbreakers*, Hards Night Day, *one of the best Beatles tribute bands in the United States*, and Scott Whitaker, *award winning country singer songwriter from Fort Worth, TX*.

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.

Festive cuisine, Participating local restaurants include: Sambuca, Fuze, State & Allen Lounge, Uptown Bar & Grill, Vernell's, RJ Mexican Cuisine, Zagan Latin Cafe, The McKinney Avenue Tavern, Frankie's Sports Bar & Grill, I Fratelli Pizza and Pinkberry, plus beer, quality wine, and sodas. In support of Festival vendors, **no coolers please.**

BuyWithMe Chef Showcase: From 11am to 6pm, 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. Participating Chefs include Joe Scigliano *with the Ritz-Carlton, Dallas*, Juan Rosado *with The Crescent Club at Rosewood Crescent Hotel*, Mario Dominguez *with Sambuca Restaurant*, Marcos Rodrigues *with The Bolla Restaurant at the Stoneleigh Hotel*, Joey Ryholt *with State and Allen Lounge* and Keith Hanks *with The Capital Grille*.

Gables Residential Creation Station hosted by ArtLoveMagic: 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!

Post Properties Pets R Uptown: From 11am to 8pm, Pet owners are invited to bring their "Best four legged Friends" to the Festival and enter them in a variety of contests geared specifically towards pets. Cooling stations, snacks, pet classes and training demonstrations are offered free of charge to Festival pets and their owners by City Vet

Dave Perry Miller State Thomas Historic District Tour: Tours at 12pm, 2pm and 4pm

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.

Soccer Skills Challenge presented by AT&T U-verse and Fox Soccer Channel:

Test your soccer skills, win cool prizes and meet special guest, Steve Jolley, current color analyst for FC Dallas and former LA Galaxy & FC Dallas player.

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.

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.

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. *All About Uptown Festival: A Celebration of Art and Living* is made possible by the support of: Dan Branch of the Texas State House of Representatives, Ben E. Keith, Post Properties, Wells Fargo Bank, AT&T Uverse/ Fox Soccer Channel, Baylor Uptown Medical Group, BuyWithMe, Gables Residential, Hillcrest Bank, Glade, Dave Perry Miller, ZRS Management, Methodist Uptown Medical Center, Bell Nunnally Martin, LLP, Floss Dentistry, Koons Real Estate Law Cork, Rosewood Crescent Hotel, The Capital Grille, Zodiac Valet Trash, City Vet, Premium Passport, Vollmer Public Relations and the 2010 nonprofit partner: Society of Young Philanthropists.

Media sponsors include CBS radio stations JackFM, KLUV, LiteFM, KRLD, Pegasus News, QUICK and Yelp.

Get Involved:

Becoming a volunteer at the *All About Uptown Festival* is a great way to enjoy the day's activities while giving back to the Uptown community. Visit www.allaboutuptown.com for a list of volunteer 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, as well as create a viable social network, host events and draw media attention to Uptown. UDI is committed to creative solutions for attracting visitors to support the community while enjoying shopping, dining and entertainment and seeks to keep business owners, residents and visitors informed and engaged in the Uptown life. For more information, please call Uptown Dallas, Inc. at (214) 871-7696 or visit www.UptownDallas.net.

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For additional Festival information or to schedule an interview, please contact Stephen Millard at stephen@meifestivals.com or 805-708-4011