

h i g h l a n d p a r k  
*Lilac Festival*

may 13-22, 2011

**PRESS RELEASE**

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**For Immediate Release**

**Date:** April 1, 2011  
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## What's notable for 2011?

***Tops Friendly Markets to become the main Lilac Festival stage sponsor.***

***2011 National Entertainment*** – National FREE Acts including: Joan Osborne Trio, Third World, Kentucky Headhunters, Felix Cavaliere's Rascals, Ultimate Michael Jackson Experience, David Bromberg Quartet, Little Feat, Country Music Night and Del Castillo. Wednesday Night will feature a tribute performance "Remembering Ralph".

***2011 Lilac Queen*** – Will be selected by the committee on April 10, 2011.

***2011 Festival Poster*** – Elaine Verstraete, local illustrator and artist, draws the beauty of lilacs for this year's look!

***2011 Lilac Festival Commemorative Pin*** – In celebration of the 100<sup>th</sup> Anniversary, 1911-2011, the pin will feature the Lamberton Conservatory

***Annual Lilac 5 & 10K*** – sponsored by MedVed presented by MVP Healthcare, will include appearance by running legend Bill Rogers.

***2011 YNN Lilac Parade*** – Will be held on Saturday, May 14, 2011.

***Casa Larga's Lilac Hill Wine*** – This signature, award winning wine is crafted for the Lilac Festival.

(All entertainment bios and more press releases can be found in our press kit on [www.lilacfestival.com](http://www.lilacfestival.com))

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Major sponsors include: Tops Friendly Markets, *Democrat and Chronicle*, WROC TV 8/FOX Rochester, Labatt's, McDonald's of the Greater Rochester Area, Monroe Ambulance, MedVed, Casa Larga, Nick Tahou Hots, and Radisson Hotel Rochester Riverside