

h i g h l a n d p a r k

Lilac Festival

may 14-23, 2010

PRESSRELEASE

Beau Productions · 333 N. Plymouth Avenue · Rochester, NY 14608 · PHONE: 585-262-3829 FAX: 585-232-3453 lilacfestival.com

For Immediate Release

Date: April 14, 2010
Contact for MEDIA: Jill Morgan
Phone/EMail: 585-967-1047 – jdmmorgan@aol.com

Major Events at the 2010 Lilac Festival!

ROCHESTER, NY — The Lilac Festival is pleased to announce several major events for the 2010 Festival!

Friday, May 14th the annual **Opening Ceremonies** will kick off the Lilac Festival at the Sam's Club Stage.

Saturday, May 15th and Sunday, May 16th - The 18th Annual Lilac Festival Arts & Crafts Show

Tuesday, May 18th will be **The Excellus BlueCross BlueShield Latino Music Day**. This sponsorship represents Excellus BlueCross BlueShield's ongoing commitment to serve the unique needs of Latinos in the Rochester community. Excellus BlueCross BlueShield Latino Day will promote the rich and vibrant culture of local Latinos, while providing everyone in our community the chance to enjoy Latino entertainment.

Wednesday, May 19th will be **Seniors Day**. Presented by legends 102.7.

Saturday, May 22nd and Sunday, May 23rd - and the second weekend, the 25th Annual Lilac Festival Art in the Park.

###

Major sponsors include: Sams Club, *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, Radisson Hotel and Home Depot.