



FOR IMMEDIATE RELEASE

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2ND ANNUAL PHOENIX CHILDREN'S FESTIVAL TO BRING A KALEIDOSCOPE OF FAMILY FUN AND ADVENTURE TO CITYSCAPE, SEPT. 22

Event To Benefit Back to School Clothing Drive

PHOENIX, Ariz. (June 27, 2018): The second annual Phoenix Children's Festival, featuring a multitude of activities and themed adventures for children ages 3-12, live entertainment and food, is planned Saturday, Sept. 22 from 11 a.m. to 4 p.m. at Cityscape, 1 E. Washington St., in downtown Phoenix.

Among planned activities are a "Diaper Derby for Tots," Discovery and themed Fun Zones, visits by characters and a variety of gourmet food trucks.

Admission is free with printed Eventbrite tickets which can be obtained by visiting phoenixchildrensfestival.com/tickets.

"We are very happy to bring this family friendly street festival back to the heart of downtown Phoenix," says Carla Gentles, festival director. "We want the experience to be unforgettable, fun, interactive and entertaining and expect over 5,000 families to come out and enjoy all of the excitement."

Sponsorship packages are available beginning at \$1,500. Vendor spaces are available for interested for-profit (\$450) and non-profit organizations (\$300).

Sponsorship and vendor information and reservations can be made at

www.phoenixchildrensfestival.com. Current sponsors and partners include Heggs Auto Group, AT&T, University of Phoenix, CityScape Red Development, Goode Wright Gentles Agency, UPS and Grand Canyon University, among others.

Winners of a Phoenix Children's Festival-sponsored, "What is Fun" Creative Writing Contest, presented by the University of Phoenix, will receive a range of prizes. Students writing a 100-word essay on the topic of "What is Fun" can submit their entry for a chance to win a family four pack of VIP passes that will be awarded to the winning entry in each grade level.

The school with the most entries will receive a donation of 100 books to its school library and the class with the most entries will receive two all-day ride passes to the Festival. Go to www.phoenixchildrensfestival.com for information on how to submit the entries. All entries must be received by 5 p.m. on Aug. 24 by uploading directly to the website, emailed to info@phoenixchildrensfestival.com or mailed to Phoenix Children's Festival, 99 E. Virginia Ave., Suite 225, Phoenix, AZ 85004.

The Phoenix Children's Festival also will be an opportunity to support the Back to School Clothing Drive with donations of school supplies or financial contributions at the event or online when ordering tickets through EventBrite.

Back to School Clothing Drive (www.backtoschoolclothingdrive.com) provides new school outfits and uniforms, backpacks and school supplies to more than 25,000 K-6 students at more than 260 schools in 40 Maricopa County school districts.

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About Phoenix Children's Festival

The mission of the Phoenix Children's Festival is to provide a family friendly event filled with fun and entertainment, and provide parents with vital information regarding the health, welfare and education of their children. More info at www.phoenixchildrensfestival.com.

About Back to School Clothing Drive

Founded in 1967, Back to School Clothing Drive is Arizona's largest provider of new school outfits, uniforms, backpacks and school supplies to children in need, benefits more than 25,000 K-6 students at more than 260 schools in 40 Maricopa County school districts. For more information, visit www.backtoschoolclothingdrive.com.