

FOR IMMEDIATE RELEASE

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DOWNTOWN BENTONVILLE SQUARE GOES RED, WHITE AND BLUE FOR HOLIDAY WEEKEND

Bentonville, AR – June 30, 2009, On July 3rd and 4th, Downtown Bentonville, Inc. will host events celebrating America's independence day with live music, family activities and food. On July 3rd, the monthly First Friday event - themed Mom, Baseball and Apple Pie - will go from 5:00 pm – 8:00 pm. On July 4th, the Bentonville Farmers Market will host a Kids 4th of July Parade around the Downtown Square. Line-up for the parade starts at 9:45 am and the parade begins at 10:00 am.

During the First Friday event, the 5&10 Main Stage, located in front of the Walmart Visitors Center on Main Street, will offer live music from the Ozark Barbershop Chorus and feature musicians from the weekly Pickin' in the Park bluegrass jam session held every Friday on the Downtown Square. Hot dog and apple pie eating contests will also be held on the stage at 6:00 pm. Registration begins at 5:00 pm in front of the Walmart Visitors Center and is free. Spaces are limited, so sign up early to ensure a slot. In addition to the stage, Walmart is also sponsoring hula hoop and other contests that evening.

"We are excited to deepen our partnership with the Visitors Center through downtown events," said Daniel Hintz, executive director of Downtown Bentonville, Inc. "Sponsoring the stage, extending the Visitor Center hours and providing volunteers for the activities show their continued commitment to the Downtown Experience."

Other events Friday evening include a weiner dog race hosted by Camp Bow Wow, hands-on art projects from Crafty Cottage, some mom-style pampering from Acropolis Day Spa, the NWA Naturals Street Team with their bounce house and pitch clock, Batters Up! batting cages and Party Time Ponies pony rides. Food includes Carsten Festival Foods, New Orleans Snow Balls, Hot Dog Alley and Big Guy Subs. Table Mesa Bistro, Swalty Kernel kettle corn, and The Station Café also provide an array of food for the entire family.

On July 4th, the Bentonville Farmers Market will host a 4th of July Kids Parade Around the Square. Stop by the Wal-Mart Visitors Center from 8:00 am – 9:45 am to get the red, white and blue supplies to jazz up a bike, trike or wagon. The parade will begin at 10:00 am in front of the Walmart Visitors Center and go around the Square, ending up in front of The Station Café on Main Street. The Station Café will be providing free ice cream cones to the children that participate in the parade.

Crystal Bridges at The Massey will also be joining in the July 4th festivities. Several Girl Scout troops from Bentonville and Rogers will be marching in the 4th of July parade and then heading

over to the *Discover Art: 4th of July Parade, Celebration, and Fun with Floss!* in the Massey location at 125 W. Central Avenue. The community is invited to join. Children can create their own twisty bracelets, clothespin people and fabric collages! This program is free and open to the public and runs from 10:00 am – 1:00 pm

The Downtown First Fridays are held from 5:00 pm – 8:00 pm every first Friday of the month through November. First Friday Season sponsors include the Bentonville Convention and Visitors Bureau, PepsiCo, Tate & Haney, Arvest Bank, the Bentonville Merchant District and Harrison French & Associates. The Bentonville Farmers Market is every Saturday from April – October from 7:00 am – 1:00 pm on the Downtown Bentonville Square. Both events are produced by the nonprofit Downtown Bentonville, Inc.

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