



HANDY NEWS FOR IMMEDIATE RELEASE

July 13, 2010

W.C. HANDY MUSIC FESTIVAL

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IT'S NEW, IT'S INTERACTIVE, IT'S HANDY ON THE PLAZA!

Handy on the Plaza is growing and changing this year - for the better! Event Coordinator, Amanda Perry, has been hard at work to make this event current. "I really feel people this year will not only have fun at **Handy on the Plaza**, but also have an 'experience'. The vibe will be very laid back, but full of hands-on things to do while you're there," said Perry.

Handy on the Plaza is interactive - you can find it on Facebook. Become a "fan" of the Facebook page and follow updates and contests to learn more about what's new for this year. You'll also have the opportunity to give suggestions, comments, and tag pictures of yourselves!

Handy on the Plaza will be held July 29 and 30 from 11 AM-2 PM on the Plaza in Downtown Florence. There are main stage performers, as well as smaller acoustic acts scattered throughout for a 'jazzy street vibe'. The main stage acts featured July 29 are Happytymes and the Festival AllStars; Bay City Brass Band and The Ray Brothers perform July 30. There will be several fun "activity booths" scattered throughout to entertain children, show your creative side, and to showcase local talent in the Shoals area. A new event great for children of all ages is the Chalk Art Contest; the winner of the contest will be given a pair of tickets to see the W.C. Handy Festival Headliner concert with Mac MacAnally and The Muscle Shoals Reefers on July 31 at Norton Auditorium on UNA's campus. Tickets for the Plaza are on sale now for \$4 and include a fun-filled afternoon of music, entertainment, along with a drink and dessert provided by McGraw's Coffee House. Convenient box lunches will be available for purchase from Legend's Steakhouse, Rivertown Coffee Company, and Chicago Café. This event is partnered with Keep the Shoals Beautiful for a litter free environment for the betterment of the community. Don't miss this year's **Handy on the Plaza!** Check it out on our official W.C. Handy Music Festival website, www.wchandymusicfestival.org. For more information or to purchase a ticket, call Handy Festival Headquarters at 256-766-7642.

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