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## **LENDALE'S SPECIAL EVENT SEASON SOMETHING TO CELEBRATE AS NEARLY 400,000 VISIT DOWNTOWN**

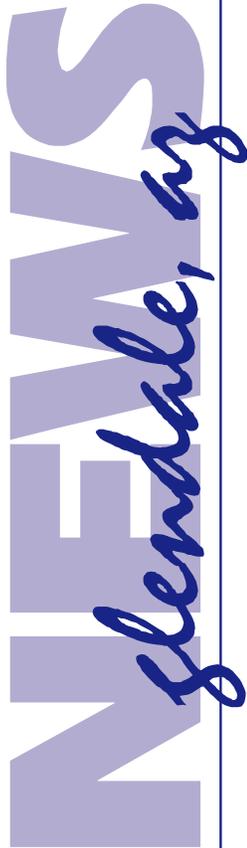
**LENDALE, Ariz.** – A ‘festival’ is defined as ‘any occasion for celebration;’ whether it’s Glitters, Glitter & Glow, the Chocolate Affaire or the Jazz & Blues Festival, there’s no shortage of celebrations in Glendale, and Valley residents and even out-of-town visitors in the amount of nearly 400,000 attended the city’s festivals this past season.

Glendale’s festival season, which includes seven festival weekends, drew a total attendance of 395,000. Part of what drives that attendance number, in addition to advertising, word-of-mouth and reputation, is editorial coverage. Television media coverage on all of the festivals totaled 130 stories, had a publicity value of \$195,000, reaching an audience of 3.3 million around the Valley, Tucson, and even as far as Oregon, during the BCS game weekend for Glitter & Glow.

Glendale’s festivals are designed to showcase the historic downtown area, and the city’s newly launched Centerline redevelopment initiative.

“We are ever so grateful to the city for putting on these events!” stated Rose Hoffman, owner of Haus Murphy’s German restaurant, a 15-year establishment in downtown Glendale.

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## **Event Season**

### **Add 1.1.1**

Another long-standing Glendale merchant, Karen Landes of The Apple Tree said “The special events in Downtown Glendale have such an impact on my shop. Each year, the events are bigger and better than before.”

Glendale’s Office of Special Events has earned multiple achievements for the work they’ve done with planning and implementing outstanding events. In the past five years alone, the staff has garnered 13 awards from various industry organizations, but also one very special award – the Critic’s Choice Award from azcentral.com for Best Festival in 2008. All of these honors solidify Glendale’s place as the home of Arizona’s Best Festivals®.

“Our festivals help brand and market our downtown as a great place to visit or establish a new business,” said Jerry McCoy, deputy director of Glendale’s Marketing/Communications Department. “Recent data shows that nearly half of event attendees live outside Glendale. So our festivals are attracting visitors from many parts of the Valley, while serving as a tremendous source of pride for our own residents.”

Glendale’s festivals can be relived throughout the year on Glendale 11, the city’s award-winning cable TV station, or online. All four major festivals have their own 30-minute program recapping the sights, sounds and excitement of each celebration. Every program is available online at [www.glendaleaz.com/glendale11](http://www.glendaleaz.com/glendale11) and vignettes from each show are also on the city’s YouTube channel at [www.youtube.com/myglendale11](http://www.youtube.com/myglendale11).

For more information on Glendale’s Office of Special Events, visit [www.glendaleaz.com/events](http://www.glendaleaz.com/events).

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