

**MEDIA CONTACTS:**

Paula and Andrew Ross, Kentlands Day Planning Committee, 301-591-3899, [kentlandsday@gmail.com](mailto:kentlandsday@gmail.com)

## The 4<sup>th</sup> Annual Kentlands Day Festival is Coming May 5<sup>th</sup>

### *Business Community Celebration Supports Kentlands Community Foundation*

**GAITHERSBURG, MD (March 2012)** – The Kentlands Market Square Merchants is proud to announce The 4<sup>th</sup> Annual Kentlands Day Festival, a large-scale, community event that will take place in the Kentlands Downtown on Saturday, May 5 from 10:00 – 4:00. The festival will feature a parade, a “Taste of Kentlands” food expo, a children’s carnival, performance stages, classic car show, business fair, silent auction, and much more. This free event will support a number of great organizations, including the Kentlands Community Foundation and Lakelands Park Middle School. The event drew approximately 20,000 people last year attendees and approximately 150 community businesses participated, led by the Kentlands Market Square Merchants. This year is expected to be bigger and all are welcome.

In addition to providing wonderful activities for families, Kentlands Day will support two local non-profit organizations. The event will promote the Kentlands Community Foundation, a non-profit and philanthropic organization that has served the Greater Gaithersburg area for the last 17 years through its cultural arts, educational and outreach programs. A portion of the event’s sponsorship proceeds will benefit the Foundation. The community middle school, Lakelands Park MS, will also benefit from this event, conducting a silent auction at the children’s carnival. Both organizations will also provide organizational support to ensure that the event will be well-run and well-attended. The City of Gaithersburg also will provide substantial support to Kentlands Day and is a Platinum Event Sponsor.

Lead Organizer for Kentlands Market Square and Potomac Pizza President Adam Greenberg is thrilled to be a leading force for this wonderful event, saying “Kentlands Day is a way for us to say thank you to our community for supporting us in good times and in bad times, and for us to show the community what we have to offer! Kentlands is a wonderful community and deserves a wonderful day to celebrate.”

The Kentlands, which began development in 1988, is widely considered the first year-round and most successful New Urbanist community in the country. The Kentlands Community Foundation was established in 1993 to serve as an educational resource on the landmark New Urbanist community, while supporting local arts and cultural programs and providing opportunities for volunteerism and community outreach. Kentlands Downtown has evolved in recent years as a more cohesive business unit and Kentlands Day is an opportunity for the businesses and families to come together in a big way.

The festival parade will begin at 10am and is open to all community groups who wish to participate. The main festival activities will go from 11:00 – 4:00 and will take place in the parking lot surrounded by Potomac Pizza, Bally’s, and My Gym. The detailed schedule of events for Kentlands Day is as follows:

- Parade (10am)
- Business Fair (11am-4pm)
- Taste of Kentlands (11am-4pm)
- Car Show (11am-2:30pm with awards at 3pm)
- Children’s Fair (11am – 4pm)
- Lakelands Park Middle School PTA Silent Auction (11am – 4pm)
- Main Stage entertainment (11am – 4pm)
- Children’s Entertainment (11am – 4pm)

Any individuals interested in entering the car show, marching in the parade, providing a silent auction item or asking any questions should contact the event organizers at 301-591-3899 or by emailing [kentlandsday@gmail.com](mailto:kentlandsday@gmail.com). The event website also has registration information at [www.kentlandsday.com](http://www.kentlandsday.com).