


13th Annual Red, Hot & Blue Festival Sunday, July 4th, 2010



Facts about this year's event:

- Fireworks: Fireworks vendor has been contracted who was experience with Walt Disney World, Super Bowl, and Washington D.C. events; The 23 minute fireworks extravaganza will begin at Dusk.
 - Festival Site: Town Green Park along The Woodlands Waterway® and into Waterway Square, a newly developed plaza along The Waterway featuring interactive and dancing water fountains and shows; 6-10p.m.; Live stage entertainment and children's activities, All-American food eating contest and much more.
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- Sponsor Party: Landry's Seafood House patio by The Waterway, 7-10p.m.; front seat to the fireworks extravaganza.
 - Estimated attendance for Festival: 15,000 to 20,000 people
 - Estimated people watching Fireworks: 102,000+ people
 - Sunny 99.1 Will broadcast the Fireworks program live and advertising will appear in the Houston Chronicle, Houston Community Newspapers, and additional newspapers
 - Estimated Media Impressions for The Red, Hot & Blue Festival & Fireworks: 5,000,000 + \$65,000 in PR value
 - Activities: Face painting, interactive children's activities, balloon artists, two (2) live music stages, Hot Dog & Watermelon Eating Contests every 15 minutes, food and beverage from local restaurants, local merchant booths, and much more.

Visit www.RedHotBlue.org for additional information.