



city of
greenville

News Release

BELK FALL FOR GREENVILLE CELEBRATES 35TH ANNIVERSARY WITH WEEKEND FULL OF FLAVOR

(Greenville SC) Belk Fall for Greenville presented by Pepsi turns 35 this year and returns to downtown Greenville with signature tastes from over 40 different food vendors. The festival will kick off Thursday night, October 13, with a free concert at the Peace Center Stage on the River and continue October 14-16 with Greenville's premier local restaurants showcasing over 200 unique menu items. New highlights for this year's festival include Food Truck Row on Court Street, a signature Brewery 85 FFG Festbier in honor of the festival's 35th anniversary and the Aloft Acoustic Stage, highlighting local up-and-coming artists with a focus on folk, Americana, singer-songwriter, pop and jazz.

According to Fall for Greenville Board Chair Lindsey Davis, the international award-winning event has continued to evolve, adding new elements that complement its weekend lineup. "Over the last 35 years, Fall for Greenville has grown into a signature event for Greenville with incredible tastes and entertainment geared toward all ages," said Davis. "We are thrilled to have formed a significant partnership with Belk in honor of this milestone anniversary."

For the second year, the festival will open on Thursday night at 6:30 p.m. with a free pre-event concert at the Peace Center Stage on the River. Musical performances will include Mark Webb at 7 p.m. and The Turnpike Troubadours from 8:30 p.m. to 10 p.m. Food options from Highway 301 and Meat'n in the Middle will be available for purchase on-site. Limited seating will be available for this event.

Belk, the festival's title sponsor, will feature the Belk Lounge on McBee Avenue where festival-goers can stop by to relax and enjoy live music and on-site promotions. In addition, as part of its Southern Musician Showcase, Belk will feature its four winning artists on various stages throughout the festival.

Continuing throughout the weekend, festival-goers can enjoy free concerts from 75 popular national and local entertainers on six different stages, including headliners Cloud Nothings, Shooter Jennings

and Anderson East on the OneMain Main Stage; Buck Up Kellan and the Marcus King Band on the Michelin West End Stage; Brave Baby and Adia Victoria on the USC Spartan Stage; Paula Harris and the Southern Soul Horn Band and Joel Cross on the Furman Jazz & Blues Stage and 246 Army Band and Steel Toe Stiletto on the Peace Center Stage on the River. Before festival-goers arrive on-site, they can listen to featured artists and more on the festival's Spotify station.

Festival-goers looking to sample an assortment of craft beers can stop by the Carolina Ale House Beer Garden where 25 breweries will feature over 45 different craft brews. The festival will also offer a Wine Garden where beverage professionals will be on-hand throughout the weekend to assist in matching fine wines to personal taste. To further enhance this year's event, Belk Fall for Greenville has partnered with Challenge Butter to offer culinary demonstrations throughout the weekend and Absolut Vodka and Southern Wine & Spirits for the Bartenders' Mix-Off, where local restaurant staff will compete with their version of the best Belk Fall for Greenville signature drink.

This year's festival will feature interactive mobile tours, including the Ford Experience Tour on Broad Street. The attraction will showcase the latest in Ford vehicles and technology and offer skill competitions, interactive vehicles and the opportunity to win exciting prizes. Additional festival highlights include the Borderlands Comics and Games Kids' Area, which will feature an entire block filled with children's rides and activities on Broad Street. Professional chefs and food critics will also judge participating restaurants on their best dish and recognize the best entree and dessert with the US Foods Silver Spoon and Sugary Spoon awards. An awards presentation will take place Saturday at 5:30 p.m. at the Challenge Butter Culinary Stage.

Greenlink will provide complimentary shuttle service during Belk Fall for Greenville. Festival-goers can park at County Square and hop on the free downtown trolley. The trolley will drop off at Augusta Street at Main Street. In addition, a Bike Valet sponsored by Bikeville will be available on Saturday and Sunday from 11 a.m. to 5 p.m. The Bike Valet will be located on the Swamp Rabbit Trail under the Main Street Bridge.

Festival taste tickets can be pre-purchased online through October 12 and at Borderlands Comics and Games and Dapper Ink through October 14. Tickets are \$5 for a sheet of eight and can be used throughout the festival weekend to purchase festival food and beverages, merchandise and rides in the Borderlands Comics and Games Kids' Area. Festival-goers who pre-purchase \$50 worth of tickets (10 sheets) will receive one free sheet of tickets. No refunds will be given for purchased sales.

Named a Top 20 Event by the Southeast Tourism Society, Belk Fall for Greenville continues to support the local community by partnering with 11 local nonprofits this year. Over the past 10 years, the festival has donated over \$500,000 to local charities.

Festival-goers can visit fallforgreenville.net to customize their schedule for the weekend. In addition, attendees are encouraged to stay connected with this year's event by becoming a fan on Facebook at facebook.com/fallforgreenville and using the hashtag "#FFGVL" to join in the Belk Fall for Greenville conversation over Twitter and Instagram.