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MEDIA RELEASE
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NEW!!!
STORYBOOK CHARACTER PARADE
STARTING AT THE NEW SLOVER LIBRARY
AND ENDING AT THE
VIRGINIA CHILDREN'S FESTIVAL
OCTOBER 3, 2015

Once upon a...Saturday morning on October 3, 2015, at 10:00am, NORFOLK, VA

The fun begins at the new Slover Library in Downtown Norfolk with all your favorite Storybook Characters. Pre-register at www.festevents.org and join in the excitement by dressing up as your favorite storybook character. Enjoy, create and make new friends with arts and crafts and a giant Zumba dance party at the library. Then get ready to parade down the streets of Norfolk towards the Virginia Children's Festival in Town Point Park along the Downtown Norfolk Waterfront. Make lots of noise and waive at your neighbors as you walk alongside your favorite storybook characters all the way to the Children's Festival.

The first 100 participants to register at www.festevents.org and arrive in costume will receive complimentary admission to the Children's Festival. All children must be accompanied by an adult. One (1) adult will receive a complimentary admission ticket, per child, who is pre-registered and participating in the parade. Additional tickets will be available for purchase for festival guests until 10:30am at the Slover Library the day of the parade (October 3, 2015) and also at the gate entrance into the Virginia Children's Festival. No scary costumes please, open to participants Ages 0-12. Admission price to the Virginia Children's Festival is \$5.00, infants are free.

Parade participants are invited to the Slover Library at 10am to participate in arts and crafts along with a Zumba dance party all starting at 10:00am. The parade will begin from the Slover Library at approximately 10:45am, arriving at Virginia Children's Festival at Town Point Park at approximately 11:00am.

And they all lived happily ever... Wait there's more!

Keep the fun going with the official Virginia Children's Festival After Party at the Slover Library. Crafts and activities will be featured on the second floor in the art studio of the Youth Library from 3pm-5pm.

What: 27th Annual Virginia Children’s Festival, presented by AT&T

When: Saturday, October 3, 2015

Time: 10am-3pm

Where: Town Point Park along the Downtown Norfolk Waterfront, Virginia

General Admission: \$5.00 in advance at www.festevents.org until 5:00pm October 2, 2015, and \$5.00 at the gate the day of the event. **Infants are free.**

Festival Favorites: (all activities subject to change)

Ready, Set, Go! Stage

- Performances by **Bella Dance**
- **VA Wild All Stars Cheerleading Demonstrations**
- **Mad Science**–Live Science Experiments
- **NEW! Hot House Yoga** interactive demonstrations



Education Station

- Dress up & make your own tiara with **Ballet Virginia International**.
- **The Norfolk Public Library**- Back by popular demand ... crafts, costume meet and greets from Reading Ranger, Clifford the Big Red Dog and explore the Bookmobile!
- Join **ODU Physics** and check out a hands-on interactive physics lab.
- Go crazy with science! At the **Mad Science of Hampton Roads** tent doing hands on experiments with chemical reactions, dry ice and electricity. See them in action on stage as well!
- Check out the instrument petting zoo and strolling musicians with **Symphonicity**, the Symphony Orchestra of Virginia Beach.
- Create your own wearable art using the MOCA button machine at the **Virginia Museum of Contemporary Art station**.
- Make a bookmark at **REACH**.
- **NEW!** Come meet Salty the Sea Dog and celebrate our connections with today's maritime world with fun crafts and experiments with the **Nauticus Museum**.
- Quench your thirst and learn about doing something sweet from your friends at the **Farm Fresh Community Lemonade Stand for CHKD**.
- **NEW!** The official Virginia Is For Lovers LOVE letters will be onsite during the Virginia Children’s Festival! Come help us share the message by taking your photo in front of the letters and posting the photo to social media with the hashtag #VALOVE.
- **NEW!** Make a button with **The Mariners’ Museum**.



WHRO Lights! Camera! Action! Stage

- **NEW!** **The Hurrah Players** will be performing selections from their fall Show, *The Wizard of Oz*.
- **WHRO** See your favorite characters from PBS live on stage!
- **NEW!** **Virginia Stage Company** presents *The Selfish Giant*.

- **NEW!** Are you ready to rock, rock, rock? Star of PBS and the new hit single *Recess Rocks*, **Steve Songs** will be performing a rocking show for all ages.

Pirate's Den

- **Pirates from the Moody Crewe!** Learn about a pirates' life at their School for Pirates!

Friendship Path

- Dress up like royalty in the **Princess Pavilion**.
- **Home Depot** Building Zone – simply make and take projects!
- **Young Audiences of Virginia** will be hosting fun make and take crafts for kids of all ages.
- **Eskabubble-** Pop Star Experience Sing- Along.
- **Play-Doh Island Imagination Station!**
- Get cookin' with **Young Chef's Academy**.
- **Legoland!** Put your creative thinking cap on and build a structure.
- Get your diva-doo at the **Pigtails and Crewcuts** salon!
- Observe a live hive and Queen Bee with **Tidewater Beekeepers**.
- **KinderCare Learning Center-** Fabulous face painting and sassy science segments.
- Paint your own ceramic with **Color Me Mine**.
- Get moving with **Little Gym!**
- **NEW!** Catch a story at the **Barnes and Noble** Book Nook featuring the Hungry Caterpillar.
- Get crafty with the **Norfolk Botanical Garden!**
- **NEW!** Make an animal mask and learn about what it takes to take the stage with the **Virginia Opera**.
- **Town Point Train Depot...** CHOO CHOO!! Take a ride on the Town Point Express (at an additional cost).
- Visit Mommy's Retreat and learn about all the healthy options **McDonald's** has to offer. Cook up something yummy in the imaginary kitchen, and meet & greet with **Ronald McDonald** himself!
- Blow bubbles with the **Virginia Children's Museum** at their station.
- **NEW! Sound Vision Studio** will make you a rock star in a recording studio and giving you the opportunity to lay down some fresh beats of your own.
- Make a friend and blow bubbles with the **Girl Scouts of the Colonial Coast!**



Fitness Fun Zone

- **NEW!** Be on the lookout for the "FNV" **Fruits n' Veggies Mobile Farmers Market on Wheels** with "baby carrots on board"
- **NEW!** Children's Boot camp and obstacle course with the **YMCA**.
- Play larger than life **lawn games** like Twister, Connect Four and Cornhole.



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Toddler Town

- Toys and tikes galore in a gated area for our younger festival guests! Climb, jump, run & skip in this festival playground in the NEW Festival Baby Ball Pits! To enter, toddlers must be 3 feet tall or shorter.

Festival Special Note : Lawn Chairs and blankets are welcome. Coolers, food and soft drinks are permitted. No alcohol or glass is permitted; food and non-alcoholic beverages will be available for purchase during the festival. For more information please visit www.festevents.org or call 757-441-2345. Guests can visit the Festevents website at www.festevents.org to purchase advance tickets to the event until 5:00pm Friday, October 2, 2015.

Produced by Norfolk Festevents in partnership with the City of Norfolk and Presented by AT&T. The event is sponsored by: McDonald's, WHRO, Norfolk Waterside Marriott, CFE Equipment Corporation, Southern Auto Group, Virginia Aquarium, Farm Fresh, Lumos Networks, FNV, Norfolk Public Library, WAVY News 10, and Fox 43.

Norfolk Festevents, Ltd., based in Norfolk, Virginia, is a private, not-for-profit organization dedicated to creating the most dynamic urban waterfront community in America through innovative programming and imaginative uses of its historic waterfront spaces. An extensive 10 month schedule of diverse outdoor cultural events, festivals, concerts, entertainment, holiday programs, tall ship visits, sports and recreation are presented in two popular and welcoming waterfront environments—Town Point Park located in downtown Norfolk on the banks of the Elizabeth River and Ocean View Beach Park situated on the shore line of the Chesapeake Bay. Norfolk Festevents has served as the City of Norfolk's official event marketing agency since the city's downtown waterfront revitalization initiatives began in 1982. The organization has garnered international acclaim for its advocacy for public access to waterfronts, outstanding quality programming, and development of public spaces, transforming Norfolk into one of the most progressive, fun and livable waterfront communities in the country.

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