

Guavaween & Guavaween Family FunFest

October 30, 2010 – Historic Ybor City

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General Information

Media Attendance:

ATTENTION: Our press release distribution system is constantly being updated. Please visit our website at www.cc-events.org and sign up to receive customized news and information!

We welcome the chance to work with your station or publication. If you would like **feature ideas, press credentials** and/or would like to obtain an **interview**, please contact Teresa Cox Hickey at 813.248.0721.

Parking in Ybor City is available in the 15th St. & 5th Ave. garage, the 13th St. & 8th Ave. garage, or in metered spots throughout the district. If you require **on-site transportation** for extra/oversized equipment, please contact our office at 813.248.0721 **prior to the event** so that we can accommodate your needs.

2010 Event Information:

Date: Saturday, October 30, 2010

Location: Ybor City - Tampa's famous Latin historic district, featuring a spectrum of restaurants, shops, clubs, galleries, cigar shops, coffee houses and theatres to please a variety of tastes!

Hours: Guavaween Night of Costumed Revelry takes place beginning at 3:00 p.m.
Family FunFest takes place between the hours of 10:00 a.m. and approximately 3:00 p.m.

Admission: Guavaween Night of Costumed Revelry - \$17 (after 3:00 p.m.); take advantage of upcoming discounts and promotions (to be announced)

Family FunFest – Admission is FREE for everyone in costume (10:00 a.m. – 3:00 p.m.). Admission is \$17 after 3:00 p.m.

Parking: **Parking** in Ybor City is available in the 15th St./5th Ave. garage, the 8th Ave./13th St. garage or in metered spots throughout the district. Again, if you require **on-site transportation** for extra/oversized equipment, please contact our office at 813.248.0721 prior to the event so that we can accommodate your needs.

2010 Fact Sheet

- Event:** **Guavaween 2010**, Ybor's annual Halloween Street Party and Concerts - Mama Guava takes the 'bore' out of Ybor with Halloween happenings in the heart of the 'Big Guava'!
- Date:** **Saturday, October 30, 2010** – Historic Ybor City lays out the red carpet for Mama Guava and her band of costumed revelers.
- Time:** Guavaween is for people of all ages!
From **evening until the early morning hours**, the 'Big Guava' is for adults
From **10am-3pm**, Family FunFest features Halloween fun for children and families
- Location:** **Ybor City** - Tampa's Historic Landmark District and Florida's Latin Quarter Experience – attractions, boutiques, clubs, galleries, coffee mills, cigar factories, restaurants, bars and theatres rich with culture! Ybor is a unique urban community blending a multicultural heritage with a bustling Main Street and is one of Tampa Bay's most desirable places to live, work, visit and play!
- Demographic:** Guavaween Night of Costumed Revelry attracts a **diverse crowd of costumed revelers**, on average falling within the **21-54 age brackets**. Attendees enjoy the multiple outdoor concerts, Mama Guava's Stumble Parade, Costume Contest and everything else Ybor has to offer!
- Guavaween Family FunFest attracts **children and families** for a day full of Halloween family fun!
- Purpose:** Guavaween is THE party with a PURPOSE! The annual event is a **major fundraiser for the Ybor City Chamber of Commerce** and an opportunity for its merchants to showcase the BEST Ybor City has to offer! **Be sure to visit all the fine shops, restaurants, bars, clubs, galleries and theatres that make Ybor City a great place to live, work, visit and play!**
- Features:** Guavaween Night of Costumed Revelry offers **live music** featuring national and local artists, the **Mama Guava Stumble Parade, Costume Contest** and all of the **exciting venues** Ybor City offers!
- Guavaween Family FunFest offers **Safe Trick-or-Treat, Live Entertainment and Performances, Spooky Story Time, Pumpkin Decorating, Hands-on Activities, Pumpkin Giveaway, Appearances by Tampa Bay Area Sports Mascots and Cheerleaders, Safety Education, Exhibits and Demos by Tampa Bay's Best Area Attractions** and the always popular **Children's Costume Parade & Contest!**
- Admission:** Admission is **\$17 beginning at 3pm**
Daytime admission is **FREE until 3pm**
Be sure to take advantage of upcoming discounts and promotions (to be announced)!
- Attendance:** Approximately **50,000**
- Website:** www.cc-events.org/gw
- Contact:** **CC Event Productions, Inc.**
(813) 248-0721
info@cc-events.org
P.O. Box 76189
Tampa, Florida 33675

Guavaween is a fundraiser for the Ybor City Chamber of Commerce
Advance Discount Tickets Available / Hotel Packages Available / Bus Shuttle Service Available
For more information: www.cc-events.org / 813.242.4828

Guavaween Traditions / Event Highlights

Family FunFest:

Guavaween Family FunFest attracts families and people of all ages - estimated daytime attendance is 15,000. Guavaween Family FunFest offers Safe Trick-or-Treat, Spooky Story Time, arts & crafts, live entertainment, hands-on activities, pumpkin giveaway and decorating, the ever-popular Children's Costume Parade & Contest and so much more! Admission is FREE until 3:00 p.m. for everyone in costume.

Mama Guava Stumble Parade:

The infamous non-motorized return of the Mama Guava Stumble Parade is still in planning stages.

Additional information to be announced

National Headlining Entertainment and New Concert Venues:

The entertainment lineup is normally published 30-45 days prior to the event.

Additional information to be announced

Features' Costume Contest:

Categories of competition include Most Elaborate, Best Couple/Pair, Best Group (3 or more people), Best Look-alike, Best Cross-dresser, Best Kink, Most Sexy/Best Body, Most Unexpected, Best Overall and Crowd Favorite/People's Choice. **Cash prize of \$2,000 will be awarded to the Best Overall Costume** and various unique prizes will be awarded in other categories.

Additional information to be announced