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## FOR IMMEDIATE RELEASE

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### IT'S TIME ONCE AGAIN TO THINK PINK!

MACON- The 29<sup>th</sup> Annual Cherry Blossom Festival is right around the corner and now is the time to begin to "Think Pink".

Official festival pins and tickets for special events go on sale February 14. Special events include Fashion Show and Pink Champagne Brunch, Tunes & Balloons, Street Party, Cherry Blossom Gala and the Historic Macon Decorators' Showhouse Tour. Tickets can be purchased at [cherryblossom.com](http://cherryblossom.com) or through Mercer Ticket Sales by calling 478-301-5470 or visiting 400 Poplar Street, Macon or The University Center, Mercer University.

The gift shop, relocated to 567 Cherry Street opens on Feb. 28 with hours of Mon-Fri, 10 a.m. - 5 p.m. Souvenirs can be purchased at the gift shop until April 1 and online at [cherryblossom.com](http://cherryblossom.com). The official 2011 pin was designed by Twiggs County native Rose Lane Leavell and was revealed on Jan. 20 at an art reception at the Hay House in downtown Macon. The pin, presented by Robins Federal Credit Union, can be purchased for \$5. Pin purchase comes with coupons for local businesses and qualifies you for registration into our Grand Prize program. Possible winnings include a \$500 Osan Petroleum gas gift certificate and more prizes!

The Think Pink kick-off is February 26 at ACME Paint and Decorating, 1979 Riverside Drive from 9 a.m. - 5 p.m. There will be a meet and greet with the Cherry Blossom Royalty and Petals the Poodle. Car window paintings of cherry blossoms will also be available for \$3 a blossom or two for \$5. Admission is free. You may also Drink Pink at Macon Arts Alliance during Friday Fest on March 4, at the opening of the J. Alan Gibson exhibition.

Cherry Blossom Officials have also announced the headliners for the annual street party to be held on March 26. Hip hop producer and star **Big Boi** will rock the MLK stage. Big Boi was half of the legendary Atlanta-based duo OutKast and whose hits include "Ms. Jackson" and "Hey

Ya!". Grammy nominated country singer/songwriter **Jamey Johnson**, best known for his hits "In Color," and "Macon" will be featured on the Cherry Stage. Johnson has worked alongside country greats George Strait, Trace Adkins and Hank Williams Jr., and garnered awards including Song of the Year from the Country Music Association. Other musical guests include Stevens-Lane, Eric Beddingfield, Flocco Torres and JuBee and the Morning After. The Street Party is presented by Budweiser and Georgia Lottery. Gates open at 5 p.m. General admission is \$12 in advance and \$15 at the gate. Tickets can be purchased at [cherryblossom.com](http://cherryblossom.com) or through Mercer Ticket Sales.

Come out and enjoy 10 days of the "Pinkest Party on Earth" with nightly entertainment, show and events the whole family can enjoy. Festival dates are March 18-27.

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*Macon's International Cherry Blossom Festival is a non-profit 501(c) (3) organization with an economic impact of over 12 million dollars. Ninety percent of the events over the course of the ten day event are free to the public. The festival is the recipient of 2 Grand Pinnacle Awards from the International Festival and Events Association for "Best Festival in the World", 7 Shining Example Awards from the Southeast Tourism Society for "Best Festival in the Southeast", 2 Best Festival Awards by the Southeast Festivals and Events Association for the "Best Festival in the Southeast", named a Top 100 Event by the American Bus Association, and awarded Top 20 Event by the Southeast Tourism Society more than 20 times. Mark your calendars for the 29<sup>th</sup> Annual Cherry Blossom Festival scheduled for March 18-27, 2011!*