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Contacts: Brendan Relaford, Eugene Celebration/Kesey Enterprises, (541) 554-9027, br@kesey.com
Pat Walsh, Vox PRPA, (541) 513-1236, pwalsh@voxprpa.com

Eugene Celebration Announces New Parade Route

EUGENE, Ore. — Organizers of the [Eugene Celebration](#) have charted a new course for this year's [Celebration Parade](#) scheduled for Sat., Aug. 27. The change was necessitated by ongoing construction projects in downtown Eugene, including Lane Community College's welcome and much-anticipated new downtown campus.

As a result, the Eugene Celebration lost its largest entertainment stage, leading to a reconfiguration of the festival footprint. Organizers say the changes will result in a more streamlined parade route with better viewer access and less traffic congestion in nearby neighborhoods.

“This new route will provide a safer and less congested staging area for parade participants and offers excellent viewing options for spectators,” said Operations Director Brendan Relaford. “What won't change is the incredible spirit of the parade, which reflects our community in a way that few other events can match.”

The parade, beginning at 10 a.m., will start at E. 18th Avenue and High Street. It will continue north until turning west onto E. 11th Avenue, followed by a left turn onto Pearl Street. The parade will continue south on Pearl Street, and end at E. 19th Avenue. A map of the new route is available [online](#).

The route change will also prevent obstruction of public parking garages, ensure smooth operation of LTD buses and EmX lines, and reduce traffic congestion in downtown Eugene.

Tickets for the Celebration are available at Safeway TicketsWest locations and online at [TicketsWest.com](#) (service charge applies). Admission to the Celebration is \$12 in advance and \$15 at the gate for the three-day event. In addition, Celebration wristbands are available at [Dutch Bros. Coffee](#) locations in Eugene, where customers will receive a free 16 oz. cup of house coffee or \$1 off any specialty coffee beverage with wristband purchase.

On Saturday, Aug. 27, following the parade, people will receive free admission from 11 a.m. to 1 p.m. Attendees are welcome to stay for as long as they want; however, re-entry after 1 p.m. will not be free.

The 29th annual Eugene Celebration is presented by [Northwest Community Credit Union](#) (NWCU). The Celebration will continue its partnership with Habitat for Humanity this year, inviting attendees to celebrate the greater Eugene community by “giving back and getting down.” The goal of the partnership is to raise enough money to fund construction of homes in Springfield/Eugene Habitat for Humanity’s service area.

For more information on the Eugene Celebration, as well as a map of the new parade route, visit www.eugenecelebration.com.

About the Eugene Celebration

The Eugene Celebration, the southern Willamette Valley’s largest and most celebrated civic event, includes the Celebration Parade, and indoor and outdoor performance stages in downtown Eugene. Stages are linked by street performers, food vendors, beverage gardens, a marketplace, a Community Causeway showcasing up to 100 nonprofit groups, an extensive KidZone area, Sustainability Village, the Pet Stroll, a film festival and much more. Downtown merchants and venues also participate in special promotions and indoor performances throughout the weekend. The event attracts an average of 20,000 participants a day.

The Eugene Celebration was created in 1983 by the City of Eugene to bring the community together for three days of music and fun. In 1998, Downtown Events Management Inc. (DEMI) was launched to manage the Celebration. DEMI is registered with the State of Oregon as a domestic nonprofit corporation, managed by an all-volunteer board of directors. The Celebration is produced and funded through grants, business sponsorships, private contributions, admissions fees, in-kind donations and volunteer support.

For the fourth consecutive year, the Eugene Celebration will be produced by Kesey Enterprises Inc., owner and operator of the McDonald Theatre and manager and operator of the city of Eugene’s Cuthbert Amphitheater.

Organizers are still accepting parade applications for vendors, parade entrants and volunteers. Applications are available at http://www.eugenecelebration.com/application_forms/parade_application.html. For more information, including sponsorship opportunities, please call (541) 681-4108, visit the website or connect with us on Facebook (<http://www.facebook.com/eugenecelebration.kesey>), Twitter (http://twitter.com/Eug_Celebration) or MySpace (<http://www.myspace.com/eugenecelebration>).

About Springfield/Eugene Habitat for Humanity

Springfield/Eugene Habitat for Humanity is an affiliate in good standing with Habitat for Humanity International. Springfield/Eugene Habitat welcomes to its work all people dedicated to the cause of eliminating poverty housing. Since its founding in 1990, Habitat has constructed more than 40 homes in its service area and its tithing on undesignated funds has built an equal number of homes in its sister affiliate in Nicaragua. More than

350,000 Habitat for Humanity International houses have been built worldwide, providing simple, decent and affordable shelter for more than 1.75 million people. For more information, or to donate or volunteer, visit www.sehabitat.org.

About Northwest Community Credit Union

Northwest Community Credit Union (NWCU) is the only credit union open to most Oregonians, serving residents and their families in 15 counties. NWCU has more than 67,000 members and more than \$639 million in member-owned assets. NWCU is headquartered in Springfield, Ore., with branches in Albany, Beaverton, Bend, Cottage Grove, Eugene, Grants Pass, Medford, North Bend, Oregon City, Redmond, Roseburg and Springfield. For more information, visit <https://www.nwcu.com>, check out our blog at www.thatssonorthwest.com or connect with us on Facebook (<http://www.facebook.com/thatssonorthwest>) and Twitter (<http://twitter.com/nwcu>, <http://twitter.com/thatsoNW>).

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