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FOR IMMEDIATE RELEASE
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A NEW RIVERFEST COMES TO LITTLE ROCK

An Arkansas tradition returns for the 2018 Memorial Day weekend.

Little Rock, AR, February 12, 2018 – RiverFest will once again be presented along Little Rock’s River Front Park May 25th, 26th, and 27th. Universal Fairs, LLC will continue the Arkansas festival tradition with a three day, two main stage music festival. The musical talent on RiverFest’s two main stages will be a combination of local and regional acts and well known national headliners. The RiverFest staff is actively contracting the musical talent and will announce the complete line-up in the beginning of April. We are pleased to welcome the Arkansas Federal Credit Union and the Mid-South Ford Dealers as major sponsors of RiverFest!

In addition to a weekend of exciting music on the two main stages, RiverFest will have a large Ford Family Fun Zone that will have carnival attractions along with adult and kiddie rides. Throughout the festival site, patrons will encounter festival food, affordable beverages, and merchandise vendors.

Advance tickets for the 2018 RiverFest will go on sale March 1st with a discounted price of \$30.00 for a weekend pass. The ticket special, available through the RiverFest website, will be on sale throughout the month of March.

Businesses and individuals interested in supporting the 2018 Riverfest as a sponsor, vendor, or volunteer will find information detailing ways to become involved on our website: www.riverfestarkansas.com.

Universal Fairs produces a variety of shows and expos around the country including Festivals, State Fairs, and consumer trade shows. Universal Fairs promotes events from coast to coast and has a proven track record of rejuvenating established events. See you on the River!

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If you would like more information about RiverFest Arkansas, please contact RiverFest at (866) 993-2477 or email at jack@riverfestarkansas.com. Also be sure to check out our social media pages for the latest RiverFest news.