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FOR IMMEDIATE RELEASE

Celebrate Arbor Day at Keep Denton Beautiful's Redbud Festival

April 11, 2017 - Denton, TX - On Saturday, April 22, 2017, Keep Denton Beautiful, Inc. (KDB) will host the 24th annual Denton Redbud Festival at the Denton Civic Center (321 E. McKinney Street) from 10 a.m. to 4 p.m. The award-winning community festival is Denton's official Arbor Day celebration. A full schedule for this year's event is available at www.kdb.org. Admission is FREE.

The 2017 Denton Redbud Festival will include:

- Dozens of VENDORS with plant sales, home improvement products, and local/handmade crafts;
- FREE WORKSHOPS on Waterwise Landscaping (10 a.m.) and Creating a Pollinator Garden (11 a.m.), co-hosted by the Denton County Master Gardener Association and City of Denton Sustainability (Attendees must register in advance at www.cityofdenton.com);
- A FREE TREE CLASS, led by local Arborist Scott Geer from Tree Shepherds (10 a.m., 1 p.m. or 2 p.m.);
- LIVE MUSIC performances from Denton locals Starfire, AM Ramblers, and Chris Welch & the Cicada Killers;
- Tree-Themed STORY TIME for children and their caregivers, hosted by the Denton Public Library (11 a.m.);
- The TRASHION FASHION Runway Show, in partnership with SCRAP Denton and the Denton Public Library (noon);
- Inflatable KIDS ZONE, benefiting the Denton Parks & Recreation Teen Council;
- LIVE SCREEN PRINTING of official 2017 Redbud Festival merchandise, courtesy of Pan Ector Industries;
- A NATIVE PLANT ART EXHIBITION, hosted in partnership with the Native Plant Society of Texas and Denton ISD;
- YOGA on the lawn with Karma Yoga Denton;
- Activities and fun for ALL AGES; and
- Delicious FESTIVAL FOODS.

The festival will once again play host to KDB's popular "Free Tree Class." Festival-goers are eligible to take home a free 3-gallon size tree after attending a 30-minute tree care class. Tree recipients must agree to plant the tree within the Denton city limits, and register their planting address. The Free Tree Class at the Redbud Festival is made possible through the **Denton Tree Initiative**, a citywide campaign from KDB and the City of Denton to plant 12,000 trees. Learn more about the Denton Tree Initiative at www.dentontreeinitiative.com.

About the Denton Redbud Festival and Children's Arbor Day

The Redbud Festival traces its roots back to an annual Texas Woman's University festival, held from the 1930s until 1981 to celebrate the school's beautification and tree planting efforts. In 1994, KDB gave the festival new life to honor Denton's designation by the 73rd Texas State Legislature as the "Redbud Capital of Texas." Each year since, KDB has celebrated Denton's tree-loving history by hosting the event. The festival also serves as the requisite Arbor Day event for Denton's Tree City USA certification through the Arbor Day Foundation - an honor Denton has held for 26 years.

In addition to the Redbud Festival, KDB celebrates National Arbor Day through the long-running Children's Arbor Day program, which provides in-school Arbor Day presentations and Redbud tree seedlings to third grade and preschool students. This year's Children's Arbor Day took place on Monday, April 10 and Tuesday, April 11 at school campuses around the city, with more than 1,200 seedlings distributed to students at 18 campuses.



The Denton Redbud Festival is presented by, and benefits, nonprofit Keep Denton Beautiful, Inc. The event is made possible with support from the City of Denton Watershed Protection, Denton Municipal Electric, *The Denton Record-Chronicle*, City of Denton Parks & Recreation Department, and Pan Ector Industries. The Children's Arbor Day Program is generously sponsored by First United Bank, and offered in partnership with the Denton County Master Gardener Association.

About Keep Denton Beautiful, Inc.

Keep Denton Beautiful, Inc. (KDB) is a nonprofit organization that offers programs in litter prevention, community beautification, and tree planting for the benefit of Denton neighborhoods, businesses, and residents of all ages. The mission of **KDB is to engage our community in creating a clean and beautiful Denton.** For more information, visit **www.kdb.org**.

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