



keep denton beautiful
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FOR IMMEDIATE RELEASE

Celebrate Arbor Day at Keep Denton Beautiful's Redbud Festival

April 13, 2018 - Denton, TX - On Saturday, April 21, 2018, Keep Denton Beautiful, Inc. (KDB) will host the 25th 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 2018 Denton Redbud Festival will include:

- A ceremonial Arbor Day TREE PLANTING with city council members in Quakertown park (10 a.m.)
- More than 50 VENDORS with plant sales, home improvement products, and local/handmade crafts;
- FREE YOGA with Shambhala Wellness (10 a.m.)
- FREE WORKSHOPS, hosted by City of Denton (COD) Sustainability – Tomato Gardening (10 a.m.), Birding 101 (12:30 p.m.), and Intro to Beekeeping (2 p.m.)
- A FREE TREE CLASS, led by local Arborist Scott Geer of Tree Shepherds and COD Urban Forester Haywood Morgan (10 a.m., 11:30 a.m., 12:30 p.m., 1:30 p.m., 2:30 p.m.);
- LIVE MUSIC performances from local band Autumn's Amber and performer Jimi Watusi;
- Tree-Themed STORY TIME for children and their caregivers, hosted by the Denton Public Library (11 a.m.) Attendees receive a free copy of a tree-themed book (while supplies last);
- The TRASHION FASHION Runway Show, in partnership with SCRAP Denton and the Denton Public Library (noon);
- Inflatable KIDS ZONE with multiple bounce houses;
- Activities, FACE PAINTING, and fun for ALL AGES; and
- Delicious FESTIVAL FOODS from DoeBoy's Taste of Chicago, Kona Ice Denton, Pops Kettlecorn, Prime From Scratch Food Truck, and Twin Stacks BBQ.

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 will be asked to register the planting address at the time of the giveaway. 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 increase Denton's tree canopy. Learn more about the Denton Tree Initiative at www.dentontreeinitiative.com.

The Redbud Festival traces its roots back to an annual Texas Woman's University festival that was held from the 1930s until 1981 to celebrate the school's beautification and tree planting efforts. In 1994, Keep Denton Beautiful gave the festival new life in honor of Denton's designation by the 73rd Texas State Legislature as the "Redbud Capital of Texas." This year, Keep Denton Beautiful celebrates this designation with an official Arbor Day Proclamation from COD Mayor Chris Watts, by hosting the Denton Redbud Festival, and providing in-school Arbor Day presentations and Redbud tree seedlings to third grade students through the Children's Arbor Day program. This year's Children's Arbor Day programs took place on April 9 at elementary school campuses around the city, with 635 tree seedlings distributed to Denton students. 2018 Children's Arbor Day was generously sponsored by First United Bank. In addition to presentations, four schools received 3-inch caliper trees through the Denton Tree Initiative.

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. Sponsorships, vendor booth spaces, and volunteer opportunities are available for this event. To learn more, contact KDB at (940) 349-8737 or visit www.kdb.org.

Keep Denton Beautiful, Inc. 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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Keep Denton Beautiful, Inc. is an affiliate of Keep Texas Beautiful and Keep America Beautiful, Inc.

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