



**92% LESS BUT
STILL 100% *delicious***

July 21, 2020
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For Immediate Release:

An Update On The 2020 National Blueberry Festival

Dear Friends of The National Blueberry Festival,

With less than three weeks to the annually scheduled National Blueberry Festival we would like to announce — with mixed emotions — that yes, The National Blueberry Festival will happen — but in an extremely reduced capacity. The current Covid-19 Pandemic makes it impossible for us to offer many of the family favorites that people associate with our annual festival. Our live music has been cancelled so no sweet summer tunes to fill the town. The pie eating contests have been cancelled — giving us all one more year to practice. The beer tent will not go up and we are unable to welcome vendors from near and far to line our streets and share their crafts.

There will however, be an emphasis on local growers as many will set up under the Huron Street Pavilion on Saturday August 8, 2020. and several will be hosts for Farm Day. In addition, there will be several online and virtual events that will allow anyone to participate with this year's festival.

Here are some of the key current events scheduled for the 2020 National Blueberry Festival:

- Farm Day - Visit local growers for various blueberry products and U-Pick opportunities on Friday, August 7
- DeGrandchamp Farms Postcard Perfect Photo Contest — Host your own contest and submit your pie-eating video or photo to the festival's Facebook page
- Kid's Scavenger's Hunt. Get you clues online or in-person and have fun exploring South Haven for answers. First 150 entrants get prize bucket
- Virtual 5K Race & Kid's 1K Race (new) - Register online and get cool gear!
- Blueberry Vendors under the Pavilion in Downtown South Haven on Saturday, August 8
- Visit The National Blueberry Festival booth at the Huron Street Pavilion on Saturday, August 8 from 9 - 5

Stay informed and find all of the details for each event at our web site — www.blueberryfestival.com or our Facebook page — www.facebook.com/TheNationalBlueberryFestival

All live events are outside and we request that visitors follow Michigan's protocols including handwashing/ sanitization, social distancing, and face coverings for those who are able to wear them. For more information and a schedule of specific events please visit our website and facebook page. All events are subject to change so please check out our information online.

We would like to take a moment to thank our town, the blueberry growers, and all of the people who visit the National Blueberry Festival every year. Please know that we worked long and hard to find a way to still have a festival this year. And while this year's festival will be greatly reduced it did allow us to focus on what is important - blueberries and our community. So while we are down this year we plan on roaring back in 2021. Thank you for your patience and understanding as we look forward to this year and beyond.

John Deschaine
Board Chair
National Blueberry Festival

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