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**For Immediate Release**

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**2016 ABC Zilker Kite Festival Soars on Sunday, March 6<sup>th</sup>**

*Presented by ABC Home & Commercial Services, Austin's Beloved Kite Flying Spectacular Returns with the Addition of MossFest, an Inaugural Family Music Festival and Fundraiser*

**AUSTIN, TX (February 2016)**—It's that time again! The nation's longest running kite festival takes flight on Sunday, March 6<sup>th</sup> from 10a.m. to 5p.m. on the shores of beautiful Lady Bird Lake at Zilker Park. Presented by ABC Home & Commercial Services, Zilker Kite Festival will host an estimated 20,000 local kite-loving fans and the proceeds will benefit Communities In Schools. The revered annual event is open to the public (including four-legged friends) and there is no cost to attend or participate in the fest's many fun kite competitions. This year, the kite festival is proud to partner with the first annual MossFest – a free family music festival presented by the Moss Pieratt Foundation that will take place at the neighboring Zilker Hillside Theater – also on Sunday, March 6<sup>th</sup>. MossFest will feature an incredible lineup of local musicians including White Ghost Shivers, Residual Kid and Sara Hickman. The fest runs from 10a.m. to 4p.m. and proceeds go to the Moss Pieratt Foundation, who in turn provides money to Sudden Unexplained Death in Children (SUDC) research. Kite Fest attendees are encouraged to explore the entire footprint of Austin's beautiful Zilker Park and enjoy a relaxing, delightful spring day of kite flying, fun family activities and live music.

Founded by The Exchange Club of Austin in 1929, Zilker Kite Festival has developed into a grand Austin tradition. Each year, tens of thousands of kite enthusiasts and Austinites head out to the city's natural oasis, Zilker Park, and bask in the beauty of soaring kites and springtime weather. This year's festival is expected to be better than ever, offering a full lineup of activities including kite contests, a delectable array of culinary trucks and tons of fun to-dos for the kiddos. Food vendors include local favorites like Amy's Ice Cream, Kebabalicious and Crepe Crazy. The 2016 Kid Zone will serve as an epicenter for family fun and will include inflatables, face painting and "kids karaoke." Kid Zone is sponsored by Clif Kid, Nationwide Insurance, Metro PCS, and It's Time Texas. And what would Kite Fest be without the wildly popular kite competitions? Contests will be hosted for folks to show off their best homemade kites in categories such as: largest kite, steadiest kite, smallest kite, strongest pulling kite and most unusual kite. Additional activities include onsite kite workshops, kite vendors and a kite "ER" for kite repair. People of all ages are encouraged to attend and pets on leashes are quite welcome. Free parking is available at the state garages downtown at 1604 Colorado Street and at Toney Burger Activity Center at 3200 Jones Road in South Austin. Shuttles will be running all day and cost \$5 round trip for people over the age of 12; children and dogs are free.

Eager festival-goers looking to fuel-up prior to the event are invited to participate in the Central Market Kite Fest Breakfast from 8:30a.m. to 10a.m. The breakfast includes VIP parking IN Zilker Park, a catered breakfast provided by Central Market and Whataburger, a collectible official Kite Fest kite, early access to the park, a swag bag filled with an official embroidered Kite Fest cap, gift certificates, samples, and more! Tickets for the breakfast package are now available and cost \$70. While the kite festival is always a free event, the Central Market Kite Fest Breakfast is a chance for guests to enjoy some extra perks in exchange for their donation. Proceeds from ticket sales also benefit Communities In Schools of Central Texas. Tickets are available at: <http://bit.ly/1KfFOD2>



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Zilker Kite Fest is produced and presented by ABC Home & Commercial Services. This year's roster of generous sponsors include the City of Austin, Clif Bar, KXAN, Howdy Honda, Sun Radio, HEB, Central Market, It's Time Texas and many more. All proceeds from Zilker Kite Fest benefit Communities In Schools, a Central Texas dropout prevention program that creates a network of volunteers, social services, businesses, and community resources that work together to break down barriers and help students succeed. People will also have to opportunity to donate to this cause by texting KITEAUS to 56512.

This year, Zilker Kite Festival is proud to welcome a very special neighboring event, MossFest. An inaugural child-friendly concert, MossFest will run concurrently with Kite Fest at Zilker Hillside Theater. Families are invited to walk over from Kite Fest and enjoy live music from some of Austin's favorite musicians such as White Ghost Shivers, Sarah Hickman, Charlie Bell and Residual Kid. MossFest is presented by The Moss Pieratt Foundation, a non-profit organization founded in 2015 to cherish the life of Moss Pieratt Jr., while bringing awareness and support to families impacted by Sudden Unexplained Death in Children (SUDC.) Proceeds from the festival will support The SUDC Foundation. This memorable event will provide a relaxing and joyful environment for families to experience live entertainment in the setting of beautiful Zilker Park.

For more information on 2016 ABC Zilker Kite Fest, please visit: <http://www.abckitefestival.org/>

For press kit and photos, please visit: <http://www.wyattbrand.com/abc-zilker-kite-festival/>

For more information on MossFest, please visit: <https://mosspierattfoundation.org/mossfest/>

\*Although weather conditions rarely affect the event for the worse, the second Sunday in March is reserved as an alternate date for all the kite-flying fun.

### **About ABC Zilker Kite Festival**

The ABC Zilker Kite Festival is one of Austin's best-known annual events. Held on the first Sunday of March, it is the kick-off to the hundreds of springtime activities in Austin. The 'Kite Tournament' was created by The Exchange Club of Austin in 1929 with a mission to encourage creativity in children and 87 years later, very little has changed. It is the longest continuously running kite festival in the United States.

### **About ABC Home and Commercial**

ABC Home & Commercial Services was founded in 1949 and offers Pest Control, Lawn, Tree, Pool & Spa, AC & Heating, Plumbing, Electrical and Remodeling services in Central Texas.

### **About Zilker Park**

Zilker Metropolitan Park is a recreational area in the heart of south Austin on that comprises over 350 acres of publicly owned land on the shores of Lady Bird Lake. Named after its benefactor, Andrew Jackson Zilker, the park officially opened in 1936 and is home to numerous popular recreational activities, festivals and community events throughout the year. In 1997, Zilker Park was listed in the National Register of Historic Places.

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