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For Immediate Release

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Lifting spirits. Lifting lives. Since 1929.

Details Announces for 2017 “ABC Kite Festival” Soars on Sunday, March 5th

Produced by ABC Home & Commercial Services, Austin’s Beloved Kite Flying Spectacular Returns with the Inaugural Anteater Fun Run, MossFest Children’s Concert, VIP Breakfast, et al.

AUSTIN, TX (February 2017)—Let’s go fly a kite! The nation’s longest running kite festival takes flight on Sunday, March 5th from 9 am to 5 pm in the verdant fields of Zilker Park—a beloved, longstanding tradition yet renewed thanks to one company’s commitment to Austin. Presented and produced by local, family-owned company ABC Home & Commercial Services, “ABC Kite Fest” will host an estimated 20,000 local kite-loving fans picnicking and marveling at thousands of amateur and professional kite flyers as well as a new “Anteater Fun Run”, Kite Showcase and Contest, MossFest Children’s Concert, and a VIP Breakfast. The event’s tag line “Lifting spirits. Lifting lives. Since 1929” is a nod to the social good proceeds make possible—benefitting Communities In Schools and the Moss Pieratt Foundation.

Founded by The Exchange Club of Austin in 1929, the ABC Kite Fest has become a beloved springtime tradition for Central Texas. To ensure that the Festival is preserved for generations to come, ABC Home & Commercial Services recently signed a 50-year-long pledge with the Exchange Club of Austin—presided over by Mayor Steve Adler—to be the event’s primary steward and festival producer, helping maintain the festival’s uniqueness and integrity as the nation’s longest continuously running kite festival.

Says Bobby Jenkins, President of ABC Home & Commercial Services, “We got involved several years ago and learned that the kite festival was in danger of ending due to the Exchange Club’s diminishing capacity to organize it. As a member of this community for decades, we saw an opportunity to help and felt a responsibility to do our part to make sure this event didn’t go the way of Aquafest or other beloved Austin icons that faded away. We’re humbled to do our part.”

New Ideas Are In The Air

This year’s festival is expected to be better than ever, with full lineup of expanded activities that are designed to build on the inclusive, and family-friendly atmosphere. The VIP Breakfast will start the day for eager kite flyers, with a catered breakfast provided by Gourddough’s Donuts, exclusive swag bag as well as seating with a view. While the kite festival is always a free event, the VIP Breakfast is a chance for guests to enjoy some extra perks in exchange for their \$80 donation. The tickets (available at <http://bit.ly/2kGA4Yt>) also come with another bonus: parking in Zilker Park.

The longest-standing tradition of watching and competing with kite flying, this year’s Exchange Club Kite Showcase & Contest, sponsored by Holganix, has invited the Show Kite team, Go Big or Go Home. With 20 years of experience behind them, they will bring various amazing kites to the festival, ranging from 3x5 pieces of handmade art to 90 foot-long eye catchers! See if you can spot Beaudreaux, the Red Octopus, when you come to the park. The 88th Annual Exchange Club Kite Contest for homemade kites is open to all ages with categories such as: largest kite, steadiest kite, smallest kite, strongest pulling kite and most unusual kite.

Organizers have announced the first “Anteater Fun Run”. Sponsored by Whataburger, the 2.1 mile course begins at the Zilker Tree and ends inside the ABC Kite Fest near the Texas Mutual MossFest stage. Once complete, finishers will get to enjoy post race food and beverage and encouraged to explore the entire footprint of the festival and enjoy a relaxing, delightful spring day of kite flying, fun family activities and live music. More details on registration please see <http://bit.ly/2kdElm2>



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The thousands of families that flock to ABC Kite Fest will have a special new place for parents to sit and for children to play. The “MossFest Children’s Concert” will fill up Lou Neff Point with the Texas Mutual Stage, family-oriented musicians, and an array of children’s activities and vendors.

10:00-10:40 a.m. Barton Hills Choir
10:40-11:10 a.m. Big Don
11:20-11:50 a.m. Hey Lolly
12:00-1:00 p.m. Trout Fishing in America

The 2017 Kid Zone, sponsored by St. David’s Children’s Hospital, will serve as an epicenter for family fun and will include inflatables and face painting.

New elements for 2017 also include a Mini-Cupcake Decorating Station presented by Sprinkles, a Braid and Bun Bar presented by The Aveda Institute, where little ones can get their hair braided, put in a bun and colored (with non-permanent color), and The Doggie Den sponsored by MetroPCS, a pet lounge and shop where four-legged friends can rest and retreat from the sun and crowds.

Know Before You Go

If this is your first time to the festival or you’re a seasoned festival goer, ABC Kite Fest activities customarily include kite flying demonstrations and Kite Contest presented by the Exchange Club, a kite vendor, various food vendors, kids activities and much more. There is even a special A&E to repair broken kites. HEB is also hosting a Kite Making Workshop for those who don’t bring their own kites to fly.

Food vendors this year include local favorites like Southside Flying Pizza, Gourdough’s Donuts and Crepe Crazy. For a full list of the yummy treats on offer please see the website.

The family friendly 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.

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.

Schedule for the Day (Free for all unless otherwise* indicated)

9:00 VIP Breakfast begins and Anteater Fun Run registration opens*
9:30 Anteater Fun Run begins*
9:45 Buses arrive
10:00 ABC Kite Fest opens & MossFest Children’s Concert begins
10:00 Exchange Club Showcase kites begin flying
11:00 Exchange Club Kite Contest registration begins
1:00 Exchange Club Kite Contest begins & MossFest Children’s Concert ends
3:00 Exchange Club Showcase kites end
5:00 ABC Kite Fest ends

ABC Kite Fest is produced and presented by ABC Home & Commercial Services. This year’s roster of generous sponsors includes the City of Austin, Whataburger, St. David’s Children’s Hospital, Texas Mutual, HEB, Gourdough’s Donuts, Central Texas Honda Dealers and Holganix. All proceeds from ABC Kite Festival will benefit Communities In Schools and The Moss Pieratt Foundation.

For more information on 2017 ABC 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://mossfierattfoundation.org/mossfest/>

About ABC Kite Fest

The ABC Kite Fest 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



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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.

Communities In Schools

Communities In Schools is 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.

The Moss Pieratt Foundation

The Moss Pieratt Foundation, is a non-profit organization founded in 2015 to cherish the life of John Moss Pieratt Jr., while bringing awareness and support to families impacted by Sudden Unexplained Death in Children (SUDC.)

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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