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NEWSLETTER / NEWS RELEASE
From the Office of Mayor Thomas P. Schneider

FOR IMMEDIATE RELEASE

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**'GREAT DAY ST. LOUIS' PROMOTIONS, FINE FOOD, CRAFTS, ENTERTAINMENT
BRING TENS OF THOUSANDS TO FLORISSANT'S 18TH ANNUAL FALL FESTIVAL**



Fairgoers estimated at more than 30,000 turned out throughout the day on Sunday, October 11 to enjoy the 18th annual Florissant Fall Festival in historic Old Town. Beautiful autumn weather kept the large crowds busy from 11 a.m. to 5 p.m. sampling a wide variety of food, beverages, crafts and musical entertainment along Rue St. Francois in the heart of the city's historic Old Town district.

The City of Florissant partnered with KMOV, Channel 4 and its *Great Day St. Louis* morning show during the week of October 5 leading up to the Sunday, October 11 Fall Festival. Each morning, *Great Day St. Louis* produced a feature about Florissant, including such famous local establishments as Old Town Donuts and a behind-the-scenes look at Hendel's Café.

Mayor Thomas Schneider presented an interesting and informative historical piece. *Great Day St. Louis* also did a segment on 98-year-old tennis player Charlie Dyall in reference to the City's recently refurbished tennis courts at New Florissant Road and Washington Street. Florissant Civic Center Theatre director Gary Gaydos talked about the upcoming, 28th season of the St. Louis Family Theatre series produced at the Civic Center Theatre, while Fall Festival co-chairs Karen Goodwin and Diana Weidinger told the Channel 4 audience about the festival itself.

The *Great Day St. Louis* week of highlights concluded Friday, October 9 with the public invited to sample food and beverages and get a closer look at some of the classic cars that were showcased at the festival. Co-hosts Claire Kellett, Kent Ehrhardt and Matt Chambers did a 'live' show on the front lawn of Florissant's City Hall.

"This year's 18th annual Fall Festival was a smashing success," said Mayor Schneider. "People throughout the Channel 4 viewing area were able to see a number of entertaining and informative stories about what makes Florissant such a wonderful place to live, work and raise a family. Thanks to the beautiful autumn weather on Sunday, a record-setting number of visitors were able to experience first-hand the beauty and vibrancy of Florissant at our delightful Fall Festival."