



For Immediate Release
April 2011

MMPR Marketing
602.264.2655

The Show Must Go On!

Rain or shine the Great Arizona Picnic is still bringing on the fest

Who: Local foodies, philanthropists, and festive revelers eagerly awaiting the Great Arizona Picnic and wondering – “Will it rain?”

What: You may have seen the weather reports and yes, there is a chance of precipitation. We’ve chanted “*rain, rain go away*” for the past week, but it didn’t seem to do the trick. So what does that mean for the Great Arizona Picnic? Business as usual.

“At this point, it looks as though the rain will start Friday evening and will taper off late Saturday afternoon, ending at approximately 2-3pm,” says weather anchor Brittney Shipp of 3TV.

All of this is fortunate for picnic goers because the Great Arizona Picnic kicks off at noon and continues until 9pm on Saturday, so there’s still plenty of time to enjoy the festivities. **“It will be a bit cooler than years past, which will be a nice change but we expect most of the rain to disappear as we head into the evening hours,”** says Brittney.

There you have it. No need to build an ark or get out galoshes. Come hungry (and maybe bundle up a little more than usual) to the 33rd Annual Scottsdale Culinary Festival!

Note: ***Because of the potential weather interference, unused Saturday General Admission Tickets will be honored on Sunday as well!***

When: April 9th-10th, 2011

Where: **THE GREAT ARIZONA PICNIC**
Scottsdale Civic Center Mall
7380 E. Second St.
Scottsdale, AZ 85251
www.ScottsdaleCulinaryFestival.org

The Scottsdale League for the Arts is a nonprofit (501)(c)3 charitable organization that raises funds for art and art education programs throughout Arizona. Since 2002, the League has contributed more than \$3.5 million to numerous organizations benefiting children, such as Ballet Arizona, Childsplay, Free Arts of Arizona, Greasepaint Youth Theatre, Jazz in Arizona, Phoenix Boys Choir and the Scottsdale Center for the Arts. For additional information about the League or about becoming a member or volunteer, contact SLA at 7309 E. Evans Rd., Scottsdale, AZ 85260, by phone at (480) 945-7193., or visit the Web site, www.LeagueForTheArts.org, or www.ScottsdaleCulinaryFestival.org.

###

For media inquiries, contact MMPR Marketing at 602.264.2655