

FOR IMMEDIATE RELEASE

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**ALL ABOUT UPTOWN FESTIVAL: A CELEBRATION OF ART AND LIVING
IS SET FOR SEPTEMBER 26, 2009**

DALLAS - August 19, 2009 - The second annual *All About Uptown Festival: A Celebration of Art and Living* is set for Saturday, September 26, 2009 from 11 a.m. to 10 p.m. in the heart of the historic Uptown community. This free one-day festival is designed for visitors and residents alike to experience everything that makes the Uptown community vibrant, including legendary food from Uptown chefs, renowned artists, several of Dallas' top performing arts groups and cultural organizations, and the hottest music and entertainment.

Peppered among Uptown's finest restaurants and bars, galleries, one-of-a-kind shops and high-end boutiques, the festival will feature crowd pleasers such as the Viking/Factory Builder Stores Chef Showcase, Post Properties Pets R Uptown by City Vet, State Thomas Historic District tours and the Dean Foods Kids Korner. Spend a beautiful Saturday meeting new friends amongst the unique culture and entertainment of Uptown. Then, when the sun goes down, rock into the evening with live music from some of the most talented local bands.

The festival is located on Fairmount Street from McKinney Avenue to Howell Street. Free parking is available at the Crescent Real Estate Tower next to the Rosewood Crescent Hotel, or event-goers can ride DART to the City Place station and connect with the McKinney Avenue Trolley.

Visit www.AllAboutUptown.com for additional information, event map and entertainment schedules.

Main Stage

This year's event will include entertainment by some of Dallas' best local bands performing on the Main Stage at the far end of Fairmount Street near Howell Street. Jam out all day to an assortment of entertainment including Beatles cover band Hard Nights Day, EpiTas, Scott Whitaker, Beto and the Fairlanes, Ponty Bone and the Squeezetones and Grammy-Award winning Brave Combo.

- More -

Viking Milestone/Factory Builder Stores Chef Showcase Tent

From 11 a.m. to 6 p.m., sample tasty bites from the hottest Uptown chefs paired with amazing wine selections courtesy of Cork at the Viking Milestone/Factory Builder Stores Chef Showcase. Chefs and restaurants include: Ryan Carberry of Lazare World Pub, Paula Lambert from the Mozzarella Company, culinary delights from Capital Grille, delicious tastes and tips from Rosewood Crescent Hotel, and Sharon Van Meter from the Viking/Milestone Culinary Center.

Food and Drink

The *All About Uptown Festival* is a great chance to taste the signature food and drinks of Uptown. The following local restaurants will feature a festival menu available for sale throughout the day on the festival grounds: Black Friar Pub/Idle Rich Pub, Chipotle, Crêperie Du Château, Dream Café, Genghis Grill, Greenz Salads, I Fratelli Pizza, Lazare World Pub, Primos Bar & Grill, RJ Mexican Cuisine, Rosewood Crescent Hotel, Sambuca, Sno Factory, State and Allen Lounge/Savory Catering, The Ginger Man, The Londoner and Uptown Bar & Grill.

Dean Foods Kids Korner

Dean Foods presents the Kids Korner featuring face painting and crafts from 11 a.m. to 6 p.m. Cool off with Oak Farms Dairy frozen treats, and The North Texas Food Bank will offer freshly baked chocolate chip cookies and milk from Schepps Dairy. Donations will be accepted for the treats, cookies and milk. Visit with the North Texas Food Bank nutritionist from noon to 2 p.m. to learn how to get kids to eat right.

Post Properties Pets R Uptown by City Vet

City Vet, the elite Uptown doctor to Dallas's pets, will be part of the festival with a pet cooling station, snacks, pet class, and training demonstrations.

Think you have the most sophisticated pet? Do you resemble your furry friend? Register your pet by submitting a photo of your pet and donating \$5 to help neglected pets. Festival-goers will select the "Uptown Dog" and "Looks Like Me" winners by donating \$1. First place gets a \$100 gift certificate to City Pet Supply; second and third place winners take-home gift certificates for grooming or stays at City Pet Lofts.

Experience Uptown

Several Uptown artists, retailers, merchants and neighbors are partnering with the festival to give guests a sample of the Uptown life, including: AMLI Residential; Andrew Collins Real Estate; Aqua Medical Spa; B & V Designs, LLC; Best of Travel, LLC/BestofTexas.com; Callidora; Clayton Lee Bailey Designs; Dallas Center for the Performing Arts; Dan Branch-House of Representatives; David Griffin & Co. Realtors; Dean Foods; Ebby's In-Town Office; Energy Fitness; Five Outlaws in Art; Foxy Fusions; Fuze Beverage; Grand Reserve; Green Mountain Energy; Hepworth's; InFocus Dentistry; Just Add Jeans; Keller Williams Realty; Kwame Palace, LLC; Lug; Maja, Inc.; Manning Wellness Clinic; McKinney Avenue Transit Authority; North Texas Food Bank; Phoenix InLay; Planet Beach; Post Properties; *Quick*; Rosewood Crescent Hotel; State Farm Insurance; Studio 2600; Uptown Intown Properties; Windsor Communities; and Zom USA.

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Uptown Trails Cemetery Tour

One of Dallas' most significant cemeteries provides visitors a glimpse into history. The Greenwood Cemetery, located off of McKinney Avenue near Bowen Street, is the resting place for eight former Dallas mayors. The cemetery is open for self-guided tours from noon to 5 p.m. during the festival and docent led tours will be held at 1 p.m. and 3 p.m. by the William B. Travis Vanguard and Academy students.

State Thomas Historic District Tour

Now known as the State Thomas Historic District, the surrounding few blocks contain the most intact collection of historic residential structures of the late 1880's Victorian period remaining in Dallas. It is the last remnant of a once large, fashionable upper-middle-class community.

During the festival, guided historic tours will feature select homes that offer a range of historic architectural interest including the Freedman's Memorial, a dedicated place honoring Dallas' early African and African-American settlers from the Post-Emancipation era. Motor coaches pick up and drop off at noon, 2 p.m., 4 p.m. and 6 p.m., at the corner of Routh Street and McKinney Avenue.

McKinney Avenue Trolleys

More than 250,000 people ride the McKinney Avenue Transit Authority vintage trolley cars each year. With 5.2 miles of track in the heart of Uptown, where McKinney Avenue still uses the original red bricks with which the street was paved in 1892, many choose the trolley as alternative, green transportation along with being a great ride back in time. The trolley system connects with DART at the City Place Station.

On the day of the festival, trolleys are available every 15 minutes from 10 a.m. to midnight picking riders up at various stops. The trolley stop closest to the festival entrance is on Fairmount Street at McKinney Avenue. Docents will entertain riders with interesting history and fun facts along the route. Enthusiasts can also tour the trolley barn from noon to 6 p.m.

McKinney Avenue Transit Authority Parade

The McKinney Avenue Trolley Parade will celebrate the McKinney Avenue Transit Authority's 20th anniversary as well as "Rosie," the trolley's, 100th year on the lines. Starting at 10 a.m. just prior to the *All About Uptown Festival: A Celebration of Art and Living*, onlookers will enjoy vintage trolley cars, antique fire trucks and numerous floats parading through the heart of Uptown.

Sponsors

All About Uptown Festival: A Celebration of Art and Living is made possible by the support of our great sponsors, including: Dan Branch of the U.S. House of Representatives; Post Properties; Dean Foods; Zom Residential; Koons Real Estate Law Office; Bell Nunnally Martin, LLP; Floss Dentistry; Gables Residential; Grand Reserve; Hillcrest Bank; Viking/Factory Builder Stores; Cork; Rosewood Crescent Hotel; Bacardi USA, Inc.; The Capital Grille; West Village Management Company; Zodiac Valet Trash; City Vet and North Texas Food Bank.

Media sponsors include CBS radio stations *98.7 KLUV*, *103.7 Lite FM*, *100.3 JACK FM*, *KRLD-AM 1080* and *105.3 The Fan*; *Modern Luxury*; Premium Passport; *QUICK*; DART; *People Newspapers*; Pegasus News; Jason Wynn Photography; Brynn Bagot Public Relations and Vollmer Public Relations.

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Admission and Parking

Admission to the festival is free and open to the public. Free parking is available at the Rosewood Crescent Hotel’s underground lot, or event-goers can ride DART to the City Place station and connect with the McKinney Avenue Trolley. Attendees can purchase food, beer, wine and products from participating restaurant booths. ATM’s will be on site.

Overnight Package

The All About Uptown Festival Experience presented by Rosewood Crescent Hotel is a special offer for festival-goers including an overnight stay, breakfast for two and valet parking on Friday or Saturday, September 25 and 26 for just \$195. The Rosewood Crescent Hotel is just moments from the festival, which allows easy access to the festival throughout the day. Reservations are available at 1-800-654-6541 and mention the All About Uptown Festival for this “Uptown” deal. (Rates do not include tax.)

Get Involved

Becoming a volunteer member of the *All About Uptown Festival* team is a great way to enjoy the day’s activities while giving back to the Uptown community. Volunteers can help in many capacities including assisting in the Viking/Factory Builder Stores Chef Showcase Tent, Post Properties Pets R Uptown by City Vet, Dean Foods Kids Korner or State Thomas Historic District tours. All festival volunteers must be 18 years of age or older.

ABOUT UPTOWN

Uptown caters to all demographics offering a unique mix of more than 90 restaurants and bars, specialty shops, fine art galleries and several live performing theaters. Uptown’s pedestrian friendly design offers pure urban living alongside Victorian homes, beautiful parks, bricked streets, free vintage trolley cars and the popular Katy Trail.

ABOUT UPTOWN DALLAS, INC

The All About Uptown Festival is produced by Uptown Dallas, Inc. (UDI), a non-profit corporation, established to represent and promote business in the Uptown area, as well as create a viable social network, host events and draw media attention to Uptown. UDI is committed to creative solutions for attracting visitors to support the community while enjoying shopping, dining and entertainment and seeks to keep business owners, residents and visitors informed and engaged in the Uptown life. For more information, please call Uptown Dallas, Inc. at (214) 871-7696 or visit www.UptownDallas.net.

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EDITOR’S NOTE: A variety of high-resolution All About Uptown Festival photos are available upon request. Please email Ansley Campbell at ansley@brynnbagot.com or call (214) 528-5600 Ext. 15.