



**FOR IMMEDIATE RELEASE**

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**Southwest Festival, Inc. Announces Management Change**

Dallas/Fort Worth, TX: (February 12, 2020) Southwest Festivals, Inc. is pleased to announce that Doug Keller has been hired as the company’s new General Manager. Mr. Keller will work with Coy Sevier (current General Manager) during the transition period. Mr. Keller comes to the Festival with 24 years’ experience as a hospitality industry leader with an extensive background of successfully directing operations in high profile facilities; convention centers, sports and entertainment venues.



After 23 years at the helm as the company’s General Manager of Southwest Festivals, Inc., Coy Sevier will be retiring. During his tenure Mr. Sevier has led the company’s significant growth and helped solidify its signature event, Scarborough Renaissance Festival®, as one of the most popular annual festivals in North Texas. Additionally, he helped build and position its second event, Screams® Halloween Theme Park, into one of the premier Halloween/Haunted House events in the D/FW Metroplex.

The ownership and the entire organization of Southwest Festivals, Inc. wishes to thank Mr. Sevier for his many years of outstanding leadership and wish him the very best as he embarks on a new chapter in his life.

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Scarborough Renaissance Festival® is a totally unique, interactive Renaissance themed Festival where visitors will discover our 35-acre re-creation of an English village celebrating the visit of King Henry VIII and his beloved wife, Catherine of Aragon and their guests to the “Village of Scarborough” with a festival of entertainment, artisans, food, magic and merriment! Scarborough Renaissance

Festival's 2020 season will run Saturdays, Sundays, and Memorial Day Monday, April 4 – May 25, 2020. Located in Waxahachie, Texas, Scarborough Renaissance Festival® is just 30 minutes south of the downtowns of Dallas and Fort Worth on FM 66 off I-35E at exit 399B.

For more information visit **SRFestival.com** or at **SRFestival** on Facebook, Twitter & YouTube or at **theSRFestival** on Instagram.

Screams® Halloween Theme Park is the ultimate Halloween experience with 5 Haunted Houses & a whole lot more for an entire night of Halloween fun and activities. Screams® 2020 season runs for 5 weeks, every Friday & Saturday night October 2 – October 31, 2020. Screams® is located in Waxahachie, Texas at the Scarborough Faire® site just 30 minutes south of the downtowns of Dallas and Fort Worth on FM 66 off I-35E at exit 399B.

For more information visit **ScreamsPark.com** or at **ScreamsPark** on Facebook, Twitter, Instagram and YouTube.