



FOR IMMEDIATE RELEASE

CONTACT: Helaine Thompson
903-814-5044
publicrelations@srfestival.com



Scarborough Renaissance Festival® Opens This Saturday, April 6th!

Dallas/Fort Worth, TX (April 1, 2024): Scarborough Renaissance Festival® (Scarborough Faire®) opens its 2024 season this Saturday, April 6 and Sunday, April 7, 2024. The opening weekend of their 43rd season kicks off with Kids Free Weekend presented by Whataburger! Up to (3) Kids 12 & under get in free with each paid adult – no child ticket is required. Kids 4 & under are always free. Seniors (65+) can also get a \$10 discount the weekend of April 6 & 7, 2024 when they purchase their tickets at the gate with a valid ID.

Scarborough Renaissance Festival® (Scarborough Faire®) is a full day of interactive fun for everyone, 16th Century style that runs Saturdays, Sundays, and Memorial Day Monday, April 6 through May 27, 2024. Visitors will enjoy full combat armored jousting, Birds of Prey exhibitions, the newly redesigned Mermaid Lagoon, a 100+ member performing company, and 20+ stages of extraordinary, interactive live entertainment. They can discover exquisite one-of-a-kind treasures in the Artisan Marketplace's 200+ shoppes and be amazed by authentic artisan demonstrations. There are also Renaissance rides, games of skill, the all-new Royal Menagerie Petting Zoo, knighting ceremonies, food & drink fit for Royalty, and much more.

“There are so many new things to discover this year at Scarborough Renaissance Festival®! Extraordinary new entertainment, over a dozen new artisans, a new petting zoo, and we'll be introducing great new food and two new pubs!” says Helaine Thompson, Director of Marketing & Communications. *“You don't want to miss a minute of our 43rd season - it's going to be awesome!”*

Check out the limited engagement entertainment April 6 & 7, Mythic Madness and Smee the Singing Executioner. Throughout the season you can enjoy other new entertainment & shows such as Opal the Fairy, Betwixt to Fronds, Faebles, It's *That* Scots Show, Living Chess Match, Match Game -1543, Midsummer Faery Tea Party, Nri Nobility, and Romeo & Juliet.

Visitors will want to explore the Artisan Marketplace too! Joining the long time favorites all season will be new artisans Crimson Chain Leather, Dragon Cat Leather, Mirza's Marvels, Skapa Leather, and Valkyrie's Armourer. Guest artisans this weekend are Meraki Moon, The Mill – Renaissance Plush, and Grey Company Outfitters.

Don't forget about the food & drink fit for royalty! New at Scarborough Renaissance Festival® (Scarborough Faire®) for 2024 are chicken alfredo pizza, pickle pops, peppermint lemons, cake balls, BBQ baked potato, apple dumplings, and smoked chicken, pork, & corn on the cob.

Visitors 21 & older can get a taste of the custom blended mead from North Texas' Breaking Brew Meadery along with other adult beverages at the (14) pubs and taverns including the two *All-New* pubs the Cold Forge Brew and the Two Crowns Beer Garden. For the first time ever, Scarborough's Certified Cicerone® has chosen a special collection of beer to be featured in select pubs & taverns during the 2024 season. Each selection will be exclusive to that particular pub or tavern. Look for the “Seamus Choice” beers on the menus at the Scarborough pubs & taverns.

Those with discerning pallets can also partake in a one-hour beer or wine tasting event. These events take place two times each Festival day. This weekend's themes are the Wines of Spain and the Beers of Texas. The seating at the tasting events is limited and they regularly sell out, so visitors are encouraged to purchase their tasting tickets in advance (and at a discount) at www.SRFestival.com. Tasting tickets are \$40 each at the events in addition to Festival admission.

Upcoming themed weekends and special events are the Artisan's Showcase Weekend April 13 & 14, Celtic & Ale Weekend April 20 & 21, Jacques Ze Whipper's one weekend only appearance April 20 & 21, The Flaming Idiots Reunion Benefit Show April 27, Viking & Barbarian Weekend April 27 & 28, and more to come in May.

Come Step Back in Time for the Time of your Life at Scarborough Renaissance Festival® (Scarborough Faire®) Saturdays, Sundays, and Memorial Day Monday, April 6 – May 27, 2024. Credit cards are now accepted at most food & drink locations as well as the ticket office, souvenir shoppes, and most of the artisans shoppes. Games, rides, and the Mermaid Lagoon are cash only and ATM's are conveniently located throughout the Festival. Costumes designed for a family friendly environment are welcome at Scarborough but are not required.

Single day tickets for the 2024 season are \$38 at the gate for Adults (13+) and \$18 for Kids (5-12). Kids 4 & under are always Free. Parking is Free compliments of Legacy Chevrolet/GMC. Advance discount tickets are available at www.SRFestival.com and single day discount tickets are available at North Texas Tom Thumb & Albertsons stores. Discount coupons are also available at Legacy Chevrolet/GMC in Waxahachie while supplies last.

Located in Waxahachie, Texas, Scarborough Renaissance Festival® (Scarborough Faire®) is just 30 minutes south of the downtowns of Dallas and Fort Worth off I-35E and one hour north of Waco. Scarborough Renaissance Festival® (Scarborough Faire®) is sponsored by Dr Pepper, Tom Thumb & Albertsons, Legacy Chevrolet/GMC, and Whataburger.

For more information visit www.SRFestival.com or follow us on Facebook, YouTube, TikTok, & Twitter (SRFestival) or on Instagram (theSRFestival).

PHOTOS, VIDEO, & INTERVIEWS AVAILABLE UPON REQUEST

Tom Thumb & Albertsons

Albertsons Companies is a leading food and drug retailer in the United States. The Company operates stores across 34 states with 24 banners including Albertsons, Safeway, Tom Thumb, Randalls, and United Supermarkets. The Company is committed to helping people across the country live better lives by making a meaningful difference, neighborhood by neighborhood. In 2022, along with the Albertsons Companies Foundation, the Company contributed more than \$200 million in food and financial support, including more than \$40 million through our Nourishing Neighbors Program to ensure those living in our communities and those impacted by disasters have enough to eat.

www.albertsons.com www.tomthumb.com

Dr Pepper

Dr Pepper proudly continues its long running partnership as the official soft drink sponsor of Scarborough Renaissance Festival®!

www.drpepper.com

Legacy Chevrolet-GMC

Legacy Chevrolet-GMC is the exclusive automotive & parking lot sponsor of Scarborough Renaissance Festival®.

www.mylegacychevroletgmc.com

Whataburger

Whataburger is your hometown hamburger place that serves bold flavors and original recipes made to order, just like you like it, and pride ourselves on extraordinary hospitality and meaningful connections in our communities.

www.whataburger.com

#####