

For Immediate Release

January 5, 2010

Media Contact: Jim Miller

Phone: 972-480-0621, **Cell:** 214-457-1573

www.ntif.org.

Public Information: 972-943-4616

**2010 COWTOWN CELTIC FESTIVAL
October 2-3 at Will Rogers Memorial Center, Fort Worth
Presented by the Southwest Celtic Music Association**

DALLAS – The Southwest Celtic Music Association, presenters of the nationally acclaimed North Texas Irish Festival (NTIF), held in Dallas each March, is proud to announce plans to hold the first annual **Cowtown Celtic Festival** (CCF) in the historic Will Rogers Memorial Center in Fort Worth in October, 2010.

Drawing on 28 years of experience, the SCMA is confident that the Cowtown Celtic Festival will grow to the size and success of the Dallas based counterpart. With a broader focus on all of the Celtic nations, including Ireland, Scotland, Wales, Cornwall, Brittany, the Isle of Man and the lesser known Galicia, visitors to the Cowtown festival will find a vast range of music, dance, crafts, culture and history from all parts of Western Europe.

There will be four stages featuring local and national musicians, dance, cultural workshops, storytelling and children's activities. The festival will also offer a variety of delicious international food and drink, cultural crafts, and high quality ethnic vendors. More information is available at www.cowtownceltic.org.

"Fort Worth is pleased to welcome the Cowtown Celtic Festival," said David DuBois, CMP, CAE, CTA, president and CEO, Fort Worth Convention & Visitors Bureau. "This unique event will bring Celtic music and culture enthusiasts from all over the region to Fort Worth. In addition to the Will Rogers Memorial Center, these attendees will visit many of our hotels, attractions, and other entertainment venues and by doing so, have a direct impact on Fort Worth's \$1.3 billion hospitality industry."

Cultural

In addition to the musical and dance performances, the festival brings a wide variety of exhibitors, workshops, plays and demonstrations. Scottish clans and Irish families will feature demonstrations and explanations as to the strong connection between the various Celtic groups in their music, ancestry and culture. Various Welsh, Cornish and Breton organizations will bring with them their rich yet varied cultures. Until the expansions of the Roman Republic and Germanic tribes, much of Europe was predominantly Celtic. This region is sometimes referred to as the "Celtic Crescent" because of the near crescent shaped position of the nations in Europe.

Hours, Admission and Location

The festival will run from 10:30 am to 9:00 pm on Saturday, October 2nd and from 11:30 am to 7:30 pm on Sunday, October 3rd in the Will Rogers Memorial Center, Fort Worth, Texas.

Ticket prices will be released in early 2010 and posted online at www.scmatrix.org.

About the Southwest Celtic Music Association

The Southwest Celtic Music Association (SCMA) is the producing organization for the Cowtown Celtic Festival (CCF) and the North Texas Irish Festival (NTIF). The first NTIF was held on March 5, 1983 at the legendary Nick Farrelly's Lounge on Oak Lawn and was billed as the First Texas Céili. Shortly after the all-volunteer Southwest Celtic Music Association was formed to promote the study, performance and preservation of traditional Celtic music, dance and culture.

The Southwest Celtic Music Association is a 501(c) 3 corporation headquartered in Dallas, Texas and serves a five-state regional area. The organization maintains a web site at www.scmatrix.org.

About the Will Rogers Memorial Center

Will Rogers Memorial Center is a multi-purpose entertainment complex spread over 85 acres in the heart of the Fort Worth Cultural District. This versatile city-owned center includes the historic Will Rogers Coliseum and Auditorium, the Amon G Carter Jr. Exhibits Hall, a world-class Equestrian Center and 9 livestock buildings and generates more than \$350 million to the local economy from an estimated 2.5 million visitors to a variety of events each year.

About the North Texas Irish Festival

The North Texas Irish Festival has been a Dallas tradition since 1983. The three-day NTIF is now recognized as the largest single cultural event held in Fair Park and, with an attendance of over 62,000 people, is second only to that of the State Fair of Texas. The Festival has always highlighted the music, dance and culture of Ireland. The nine large stages showcase international musicians from the U.S., Canada and Europe, plus a great selection of very popular local and regional entertainers.

Sponsors

The Cowtown Celtic Festival is produced and sponsored by the Southwest Celtic Music Association. Sponsors and media are encouraged to contact the SCMA to secure premium level event recognition.

###