



FOR IMMEDIATE RELEASE

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**DOVER DAYS FESTIVAL ANNOUNCES NEW HOME & TRADE SHOW AREA
FOR SATURDAY, MAY 7 DURING DOVER DAYS FESTIVAL WEEKEND**

DOVER, DE -- The Dover Days Festival Committee is pleased to announce that this year's Dover Days Festival will feature a special Home & Trade Show marketing area adjacent to the festival grounds on Legislative Mall during Saturday's festivities. For-profit business vendor space is available starting at \$95.

"In recent years, we've seen more business and home-related vendors getting involved in the Dover Days Festival," said Cindy Small, Executive Director of Kent County Tourism, producers of the Dover Days Festival. "Many have realized that Dover Days is the Capital City's largest community festival with attendance reaching 22,000 people last year during the Saturday festivities," she added.

Ms. Small noted that for the past few years, business-related products and service dealers have suggested the Festival Committee consider a home and trade show where all similar vendors can be set up together. This year, that will be accomplished; the Festival has secured another large parking lot located on Legislative Avenue for the Home & Trade Show.

"Dover Days is known for being affordable for our local business community," Ms. Small said. "Those who register by March 31 can save \$25 off the registration fee and secure a 10-foot by 10-foot space for only \$95. Additional spaces are available on a first-come, first-serve basis.

Ms. Small noted that many businesses have already signed up, but there are still a number of spaces available. "We have Realtors, home builders, residential energy-related businesses such as geothermal and solar, sunroom installers, home decor and more," she said. "We welcome the opportunity to discuss this low-investment marketing opportunity with our business community," said Ms. Small. "Where else can you reach a potential of 22,000 customers in one day at less than \$100?"

For more information about the Dover Days Festival, visit the official website at www.doverdaysfestival.com or call Kent County Tourism at 302-734-4888.

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