



2012 Free Community Events for Publication - For Immediate Release Dec 28, 2011
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Sedona Main Street Program appreciates the opportunity to provide information on our 2012 events. They are **all free community events open to the public**. The following includes a brief narrative on each:

Save the Dates for these 2012 Free Community Events

March 3, 2012: The 42nd Annual Sedona St. Patrick's Parade & Festival - An Arizona Centennial Celebration will be held on Saturday March 3rd. The festivities are presented by Sedona Main Street Program, NAU Parks and Recreation Management Program and the Sedona Green Team. The parade starts at 10:30 a.m. from Jordan Historical Park and proceeds south on Jordan Road to Mesquite Avenue. Parade entrants include dignitaries and civic, social, cultural and religious organizations with area businesses. The Festival begins immediately following the parade, featuring live entertainment, free children's and family activities, food vendors and of course, a Beer Garden until 3 p.m.

July 28, 2012: The 8th Annual National Day of the Cowboy Celebration is held on Saturday July 28, 2012 in Uptown and the Main Street District of Sedona. Come enjoy "a whole lot of cowboy goin's on"! See live performances by gunslingers, ropers, bullwhip crackers and historical re-enactors. Listen or dance to live western music. Watch traditional cowboy tradesmen demonstrations and see western art and artists at work. This free event is presented by Sedona Main Street Program with the "Red Rock Posse" and area businesses.

September 1 - 3, 2012: 26th Annual Moonlight Madness Street Festival & Sidewalk Sales in Uptown and the Main Street District of Sedona will be held on the Saturday (LABOR DAY WEEKEND) September 1st from noon to 9 p.m., continuing through Labor Day weekend. Come enjoy free music, entertainment and children's activities, plus sidewalk sales along the sidewalks and plazas. This free event is coordinated by Sedona Main Street Program and presented by area businesses. Bring the entire family for a special time of fun, food, music, and shopping!

October 20, 2012: The Main Street Paint Out on Saturday, October 20th from 1:30 – 4:00 pm is the kick-off event for Sedona Arts Center's Annual Plein Air Festival, a week long festival. It's a great opportunity to see all the participating and nationally recognized Plein Air Artists in one place at one time; they are challenged to create a painting from start to finish in 2 ½ hours, using a subject in their surroundings in the open air along the sidewalks and plazas in Uptown and the Main Street District of Sedona. The event is sponsored by Sedona Main Street Program and is free to enjoy.

October 31, 2012: Safe & Fun Trick or Treat in Uptown Sedona will be on Halloween October 31 from 5:00 to 8:00 p.m. This is the 26th Annual event when Sedona Main Street Uptown Merchants welcome all good ghouls and ghosts to visit their storefronts along Main Street (State Route 89A) in Uptown for great treats! These merchants have a longstanding tradition of good will, providing this safe and fun Halloween celebration. This free community event is coordinated by Sedona Main Street Program for a howling good time.

November 30, 2012: Sedona's Holiday Tree Lighting & Santa Visit kicks off the holiday season on Friday, November 30th. Live entertainment, activities and refreshments will be available from 5:00 to 7:00 p.m. at the plaza on State Route 89A across from the Jordan Road intersection in Uptown. Come hear holiday favorites from musical and performing groups and let your youngsters tell Santa all their hopes and dreams. This free family event is presented by Sedona Main Street Program with Sedona Chamber of Commerce and the City of Sedona.