

**42<sup>nd</sup> Annual**  
**2023 MORGAN HILL**  
**MUSHROOM FESTIVAL**  
**EXECUTIVE SUMMARY**

<b>DATE &amp; TIME ~</b>	Saturday, May 27 from 10am – 7pm & Sunday, May 28 from 10:00 a.m. to 6:00 p.m.
<b>LOCATION ~</b>	Downtown Morgan Hill Amphitheater & Community Center including Dunne Avenue from Railroad Tracks to Monterey and Monterey from Dunne to 5th St. For map reference, use the address 17000 Monterey Road,. Morgan Hill, CA 95037
<b>ADMISSION ~</b>	\$10 adults. Children Free & FREE Parking
<b>ATTENDANCE ~</b>	Projected attendance is 40,000 over two days
<b>EVENT DESCRIPTION ~</b>	Arts & Crafts; Gourmet Food Booths and Specialty Dishes; Mushroom Display & Exhibit; Wine & Beer Gardens and Microbrews; Chef Demonstration Stage; Entertainment including Strolling Musicians & Street Performers, Live Bands; Acoustic Stage; MunchkinLand, featuring rides, games; local business exhibits and community non-profit group displays.
<b>ADVERTISING ~</b>	Advertising is done through local and regional radio stations, network and cable television stations, print media including magazines and newspapers, as well as posters, signage and postcards. Targeted geographical area includes the Counties of Santa Clara, San Benito, Monterey, Santa Cruz and San Francisco. Promotions are also done through social media and listings on festival websites.
<b>MISSION ~</b>	The mission of the Morgan Hill Mushroom Mardi Gras DBA Morgan Hill Mushroom Festival (a non-profit 501(c)3 corporation), is to provide a fun and entertaining family festival with an emphasis on promoting the mushroom and educating consumers about the health benefits of mushrooms, all while financially awarding scholarships to high school seniors living within the boundaries of the Morgan Hill Unified School District and monetary donations to local non profit clubs and organizations. The Festival has awarded over \$1.5 million in scholarships and over \$550,000 to local non-profits over the past 40 years and over \$64,000 in mini grants since its inception in 2008.
<b>CONTACT INFO ~</b>	Sunday Minnich, Executive Director 408.778.1786 Office or (775)303-9550 Text <a href="mailto:info@mhmmg.com">info@mhmmg.com</a> or <a href="http://www.mhmmg.org">www.mhmmg.org</a>