

FOR IMMEDIATE RELEASE

Lovely Asheville Rises After the Storm: Our Community Celebrates Renewal at the 4th Annual Lovely Asheville Fall Festival!

ASHEVILLE, NC [04/26/2025] – In the wake of our recent hurricane, the spirit of Asheville shines brighter than ever! The 4th Annual Lovely Asheville Fall Festival (LAAFF) is set to be an inspiring testament to our community's resilience and a vibrant celebration of the natural beauty that surrounds us. This **FREE**, family-friendly two-day event invites everyone to join the **After the Storm Celebration!**

Mark your calendars and head to the heart of our city at Pack Square Park (80 Court Plaza) on:

- **Saturday, October 11th, from 9:00 AM to 8:00 PM**
- **Sunday, October 12th, from 12:00 PM to 6:00 PM**

Get ready for a weekend filled with:

- **Live Music:** Get your groove on with headliner **Detective Blind** and a fantastic lineup of local bands playing everything from R&B and Pop to Rock and Jazz!
- **Family Fun:** From bounce houses to engaging activities, there's something to bring a smile to every face, young and old!
- **Nature Conservation:** Connect with local organizations like **Bearwise of the NC Wildlife Commission** and **Greenworks of Asheville** to learn about preserving our beautiful surroundings and co-existing with wildlife. Discover ways you can help keep Asheville clean and green!
- **Green Energy Promotions:** Explore the benefits of sustainable living with information from local green energy businesses.
- **Support Local Businesses:** Discover unique treasures and support our vibrant community by browsing the offerings of a diverse array of local vendors.
- **Celebrity Appearances:** Keep an eye out for some familiar faces – Asheville's own stars will be joining the celebration!
- **The Hypnotic Band:** Don't miss their performance, including their original song, "Lovely Asheville"!

More Than Just a Festival: Investing in Asheville's Future

The Lovely Asheville Annual Fall Festival is more than just a weekend of fun; it's a vital fundraiser supporting at-risk youth through **Asheville Creative Arts (ACA)**. By providing access to performing arts opportunities, technical support, and video production, LAAFF and ACA foster opportunity, self-determination, and artistic growth, attracting love and support from around the world. ACA is a cornerstone of our community, offering high-quality arts experiences and serving as a hub for artistic development and collaboration with other arts nonprofits in Western North Carolina.

Join the Movement: Be Part of Lovely Asheville's Story

This is your chance to:

- **Celebrate** the enduring beauty of our natural landscape and support vital conservation efforts.
- **Discover** the incredible talent of local artists, musicians, and businesses that make Asheville so unique.

- **Enjoy** a memorable weekend filled with family-friendly activities and a strong sense of community spirit.

Sponsorship & Vendor Opportunities:

- **Sponsors:** Gain year-round exposure by partnering with LAAFF! Your brand will be prominently featured in our marketing materials and social media campaigns leading up to the festival and beyond, offering maximum impact for your investment.
- **Vendors:** Connect with a thriving tourism market! We welcome non-food, open-flame food, food trucks/beer, and fresh produce vendors. Secure your spot now to be part of this exciting community event and contribute to the revitalization of Lovely Asheville.

Building on Past Success:

The 2nd LAAFF drew over 2,000 attendees, showcasing the heart and soul of our community. While Hurricane Helene unfortunately led to the cancellation of the 3rd festival, the 4th LAAFF is poised to be even bigger and better, demonstrating our **PURPOSE AFTER THE STORM!**

This is Lovely Asheville Rising! Join us in making history and building a lasting tradition.

Join the Healing. Celebrate the Spirit. Embrace the Beauty.

#LAAFF #AshevilleStrong #CommunityCelebration

Call to Action:

Visit our website at www.lovelyasheville.com or contact us at 828-333-4875 to learn more about sponsorship and vendor opportunities, or simply to join us for this incredible celebration! Let's fill Pack Square Park with the vibrant colors of Asheville's resilient spirit.

Lovely Asheville

4th Annual Fall Festival

PACK SQUARE PARK

Sat. October 11, 2025
9:AM ~ 8:PM
Sun. October 12, 2025
12:PM ~ 6:PM

ASHEVILLE CREATIVE ARTS
CITY OF ASHEVILLE NORTH CAROLINA
BUNCOMBE COUNTY NORTH CAROLINA

Plus Bands:
*FREE FLOW
*DIRTY BIRD
*VIRTUOUS
*HYPNOTIC

DETECTIVE db BLIND

FEATURING...

AFTER THE STORM CELEBRATION