

*It just keeps getting better!*  
**MUMfest '04**  
**October 9 & 10, 2004**

Saturday, October 9 - 9:30 a.m. - 6:30 p.m.  
Sunday, October 10 - 10:30 a.m. - 5:00 p.m.

In its 24th year, **MUMfest** features numerous events, activities, and special attractions that make it the greatest fall family festival in Eastern North Carolina. The combination of fun, fantasy, education, and continual entertainment attracts over 80,000 festival-goers to New Bern's historic downtown and waterfront offering... ***something for everyone!***

The array of attractions includes The Chevy Racing Tour II and the Coca-Cola Family Festival. There'll be roving magicians, jugglers, three stages of live entertainment, dance groups, arts, crafts, commercial vendors, festival foods, a new model car show, fire fighting and police exhibits, plus K-9 and Labrador retriever field demonstrations and model railroad with Thomas the Train exhibits. Tour the historic Attmore-Oliver House and the beautiful gardens filled with thousands of mums at Tryon Palace Historic Sites & Gardens. New this year is the MUMfest 5K and the 1-Mile "Fun, Run/Walk.

**KIDSTUFF** offers a variety of entertainment and activities... Ronald McDonald, puppet shows, pony rides, petting zoo, amusement rides, mobile rock climbing, face painting, kids ID, finger painting, sand and marble art, magicians, inflatable games, plus Coastie the USCG Auxiliary mascot, plus much more... all designed to amuse and delight kids of all ages.

On the waterfront, the **3rd annual MUMfest Boatshow** features boats of all sizes, from kayaks and canoes to 60' plus power boats, water-related activities such as saltwater fly casting clinics and demonstrations, maritime and marine exhibits, military vessel tours, seaplane landings and take-offs, boat rides and more.

New this year, the **1st Annual Boat Building Weekend** at the 3rd Annual Boatshow. Ten lucky families and local nonprofit organizations will construct their very own 8-foot wooden dingy from a precut kit. The event culminates with a flotilla and awards ceremony.

The **1<sup>st</sup> Annual Jazz and Blues Fest**, headlined by the widely acclaimed Jann Parker, as well as Andrea Owens and the Little Big Band, will be held at the New Bern Riverfront Convention Center, Friday, October 8.

**MUMfest '04** will be here before you know it! Mark your calendar for a weekend filled with unparalleled family fun. For information on accommodations, dining, shopping, and other recreational activities, go to [www.visitnewbern.com](http://www.visitnewbern.com).

**MUMfest** is brought to you by the Swiss Bear Downtown Development Corporation, a private 501(c)(3) nonprofit established in 1979 to stimulate and coordinate the revitalization of the downtown and redevelopment of the waterfront within the context of historic preservation. Over the past 20 years, due to an aggressive revitalization program with creative strategies, the heart of this historic city is now a major attraction. Go to [www.downtownnewbern.com](http://www.downtownnewbern.com).

Swiss Bear produces **MUMfest** in cooperation with the City of New Bern which has made it possible to expand throughout the downtown and along the waterfront. The City recognizes and supports the festival for its economic, social, and artistic contributions to the community. Festival funding is made possible through corporate and business sponsorships and concession fees. Festival proceeds are used to help build a better downtown.

For more information contact:

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