

STONE MOUNTAIN SCOTTISH FESTIVAL & HIGHLAND GAMES

Press Release – 2009

To: Public Service Department

The Stone Mountain Highland Games and Scottish Festival is one of the truly international festivals that take place in Atlanta with world-wide publicity and participation. It is very popular in the community and draws participants from all over the United States, Canada, England, Australia, Scotland and other parts of the world. 20,000 TO 40,000 PEOPLE ARE EXPECTED TO ATTEND.

You should have already received our general publicity release material covering the **37th ANNUAL STONE MOUNTAIN SCOTTISH FESTIVAL AND HIGHLAND GAMES, OCTOBER 17th AND 18th, 2009**. Another copy is provided for your information.

THE EVENTS ARE SPONSORED BY STONE MOUNTAIN HIGHLAND GAMES, INC., A NON-PROFIT ORGANIZATION, FOUNDED AND OPERATED SOLELY BY VOLUNTEERS FROM THE ATLANTA AREA.

WE WOULD BE GRATEFUL TO YOU FOR ANY PUBLIC SERVICE ANNOUNCEMENT HELP YOU COULD GIVE US TO MAKE THE PUBLIC MORE AWARE OF THIS EVENT.

Enclosed is some suggested copy for a Public Service Announcement. Also enclosed are complimentary tickets for on-air promotion, or for the use of your staff, as you wish.

Thanks for your help.

John B. Hillyer
SMHG Public Relations

For more information call me at 770 363 7302 – and a number the public may call for general information is 770 521 0228.

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2009 STONE MOUNTAIN HIGHLAND GAMES
& SCOTTISH FESTIVAL - OCTOBER 17 & 18, 2009

SUGGESTED PUBLIC SERVICE ANNOUNCEMENT HIGHLIGHTS
- REDUCE COPY AS NEEDED FOR TIME

: 30 - GENERAL INFORMATION -
USE ANYTIME FROM OCT 12 THRU NOON ON OCT 18

SCOTLAND RETURNS TO ATLANTA OCTOBER 17TH AND 18TH WHEN THE 37TH ANNUAL STONE MOUNTAIN SCOTTISH FESTIVAL AND HIGHLAND GAMES ARE HELD AT STONE MOUNTAIN PARK - MORE THAN 114 SCOTTISH CLANS AND SOCIETIES WILL BE THERE - WITH MUSICAL ENTERTAINMENT ALMOST NON-STOP.

BAGPIPE BANDS WILL PERFORM AND COMPETE AS WILL INDIVIDUAL PIPERS, HIGHLAND DANCERS, HARPISTS AND FIDDLERS.

WATCH HIGHLAND AHLETIC EVENTS LIKE TOSSING THE CABER OR BROUSE THROUGH THE VENDOR OR CRAFT AREA. ADULT ADMISSION \$15.00 SATURDAY, \$13.00 SUNDAY; CHILDREN 6-12 \$4.00 EACH DAY AND UNDER 6 ARE FREE.

YOU DON'T HAVE TO BE SCOTTISH TO HAVE A GREAT TIME AT THE FESTIVAL.

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15: - GENERAL INFORMATION SPOT

USE ANYTIME OCT 12 THRU NOON OCT 18, 2008

A BIT OF SCOTLAND WILL BE IN ATLANTA OCTOBER 17TH AND 18TH WHEN THE ANNUAL SCOTTISH FESTIVAL AND HIGHLAND GAMES ARE HELD AT TO STONE MOUNTAIN PARK.

A GREAT FAMILY EVENT AND YOU DON'T HAVE TO BE SCOTTISH TO HAVE A GREAT TIME

ADULT ADMISSION \$15 SATURDAY, \$13 SUNDAY CHILDREN 6-12 \$4 AND UNDER 6 ARE FREE

10: - GENERAL INFORMATION SPOT

USE ANYTIME OCT 12 THRU NOON OCT 18, 2008

FOR A GREAT FAMILY OUTING PLAN TO ATTEND THE ANNUAL SCOTTISH FESTIVAL AND HIGHLAND GAMES HELD OCTOBER 17TH AND 18TH AT STONE MOUNTAIN PARK

ADULT ADMISSION \$15 SATURDAY, \$13 SUNDAY CHILDREN 6-12 \$4 AND UNDER 6 ARE FREE

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TICKET INFORMATION

Visitors to this year's Stone Mountain Highland Games and Scottish Festival will experience the finest in Scottish traditions and Southern hospitality.

This mixture is important, and is the reason our games and festival have earned the reputation as '*The Premiere*' event of its kind in the United States. This annual gathering is known around the world as "*The Friendly Games*", and may well have been an important deciding factor for the International Gathering Trust Committee to chose Stone Mountain as the site of the first International Gathering of the Scottish Clans ever held in the United States. We believe in, and live up to our motto:

"Ceud Mile Failte" -- **100,000 Welcomes !**

Ticket Prices*:

Saturday Games: Adults, \$15.⁰⁰ - Children 6-12, \$4.⁰⁰
9:00 a.m. – 5:00 p.m.

Sunday Games: Adults, \$13.⁰⁰ - Children 6-12, \$4.⁰⁰
9:00 a.m. – 5:00 p.m.

***plus** regular admission to Stone Mountain Park

No Pets are allowed

For additional public information call: 770-521-0228.

For additional press and media information, contact:

John B. Hillyer
Public Relations
770-363-7302

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SCOTTISH CLANS TO GATHER AT STONE MOUNTAIN

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The skirl of the pipes will echo through Georgia's Stone Mountain Park during the third weekend in October as Scots from around the United States, Canada, Scotland and the world gather for the 37th Annual Stone Mountain Highland Games & Scottish Festival, October 17th and 18th, 2009. Attendance will be high, as over 40,000 people from Atlanta and beyond come together for this exciting event. Attendees will come from all over the United States and Canada as well as from Scotland and as far away as Australia.

The Games and Festival were created to preserve and foster Georgia's Scottish heritage and ties. Sponsored by Stone Mountain Games, Inc., a nonprofit corporation, the proceeds benefit worthwhile Scottish related activities and organizations in the Atlanta area, including:

---The Scottish Tartans Museum in Franklin, NC. The curator and staff research Scottish Tartan history and work to preserve the artifacts, the information gathered and ancient traditions.

---Local Pipe and Drum bands, Scottish Highland & Country dancing organizations, to help them build interest in, and preserve these traditions; among Georgians, young and old, who have Scottish family ties and interests.

This year's Honored Guest Ranald MacDonnell of Glengarry, Chief of MacDonell of Glengarry and his wife Lady Glengarry

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To Scots, "Clan" simply means "family", and while many clans come to Stone Mountain each October, we try to make them feel like one big family. That is why the gathering of the clans at Stone Mountain has become known around the world as "the friendly games". It is probably why in 1982 the International Gathering Trust chose Atlanta as the site of the first International Gathering of Scottish Clans ever held in the United States.

The Park will echo with the stirring sounds of bagpipes and drums when the pipe and drum bands perform and compete during the games. The host band for 2009 will be The Atlanta Pipes Band. A number of other excellent bands will be with us including last year's host band The John Mohr Macintosh Pipes & Drums.

Special musical entertainment will be offered on separate stages on both Saturday and Sunday – featured will be Alex Beaton. On the second stage – we are happy to welcome back Smithfield Fair and welcome for the first time the local band Keltic Kudzu. Scottish Harping competition will be held on Saturday and performances will be offered on both Saturday and Sunday, as will Scottish Fiddling.

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Visit the many vendors of Scottish gifts, kilts and other clothing and accessories, books, compact discs, bagpipes and other musical items. And of course, there'll be Scottish food as well as representation from the Scottish Tartans Society and the Scottish Tartans Museum – USA Extension.

You don't have to be Scottish to enjoy the Stone Mountain Scottish Festival & Highland Games. But if you have any Scottish roots, you can surely find them here.

We believe in, and live up to our motto:
Ceud Mile Failte - **100,000 Welcomes**