



News Release

Date: **July 6, 2021**

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29th Annual Matthews Alive Announcements *Entertainment Headliners Released*

MATTHEWS - The Matthews Alive Festival, presented by Novant Health – Matthews Medical Center, celebrates its 29th year in 2021. The festival kicks off Friday, September 3, concluding Monday, September 6. After canceling in 2020 due to COVID-19, festival organizers are excited to bring back the fun, and bring back a safe, exciting family tradition.

Festival Hours

The event and most its activities are open: Friday 6-10pm, Saturday 10am-10pm, Sunday 1-10pm, and Monday 9am-5pm. Arts & Crafts opens Saturday, and closes slightly earlier each evening.

Safety Precautions

Out of an abundance of caution, the Community Center will be closed this year, including the quilt, woodworking, and other artisan exhibits. Center indoor restrooms and the baby changing station will not be available. Hand sanitizer will be placed throughout the festival, with an emphasis in the carnival and inflatable areas. Bounce houses that usually contain 6 or more children at once will be replaced with inflatable games that can be cleaned more easily between participant use. Food and craft vendors, as well as Petting Zoo and Kids' Train, will have hand sanitizer and hand washing stations at the ready.

Still Taking Entries

There is still space in the Matthews Alive Parade, held Saturday September 4 at 9:30am. Deadline for parade entry is August 15. Go to matthewsalive.org/parade for an application. There are also a few commercial vendor spaces left, with a July 20 deadline. Email lamoore@matthewsnc.gov for information.

Parade Theme & Grand Marshal

This year's Matthews Alive Parade theme is "Labor (Day) of Love." Parade entries are encouraged to decorate with the theme in mind, and self-made float entries that utilize the theme will be given entry fee refunds. Organizers will be recognizing Roland Bibeau, former president of Novant Health – Matthews Medical Center, as grand marshal. Bibeau has been a longtime supporter of Matthews Alive, and guided the hospital through the onset of the pandemic. Frontline workers from the medical center will also be honored with him.

Featured Entertainment on the Kinetic Main Stage

- Carolina Soul and The Chairmen of the Board will bring high energy beach and Motown fun on Friday night, September 3.
- CONTINUUM, a Journey tribute band from Florida, will headline on Saturday night September 4 at 8:30pm.
- BOHEMIAN QUEEN, a Queen tribute band from Los Angeles, CA will be headlining at 8:30pm on Sunday September 5.
- Because the indoor stage will be closed, organizers will move the entire day of JAZZ performers to the main stage, from 11:30am until 5pm Monday.

Admission and all concerts are free. The Kids' Connection train and petting zoo attractions require purchase. Carnival rides and kids' inflatable games require tickets.

Important Note for Matthews Alive Street Closures

An early closure of South Trade Street will be in effect during festival set-up. Beginning at 9 a.m. on Friday September 3, South Trade Street will be closed from the intersection of John Street to McDowell Street. This change will allow vendors to set up safely without the concern for vehicular traffic.

Matthews Elementary afternoon pick-ups and bus travel will still be possible from McDowell, from the Sadie/church lot/Community Center rear access road, and from lower South Trade. Afterschool pick-ups should approach the school via the Sadie/church lot/Community Center rear access road. The Matthews Police Department will be on hand during afternoon pick-ups to assist drivers and buses through the closures.

Full closure of South Trade, John Street to Main Street, will occur at 5p.m.
South Trade Street and all connecting streets will reopen by 11:30pm Monday evening, Sept 6.

The Matthews Alive Festival hosts over 160 regional artisans, games and amusements, the Kids Connection with entertainment stage/petting zoo/train rides, a wide array of food vendors, the Southeast's Largest Labor Day Parade, and much more! The festival attracts more than 125,000 attendees each year, and returns its proceeds to 25+ area non-profit groups that work at the festival.

The full entertainment lineup and the Matthews Alive Festival schedule can be found at www.matthewsalive.org.

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