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American Folk Festival Announces Second Annual Color Fun Run in Bangor

"Color Bangor" run will take place in May and benefit the American Folk Festival

BANGOR, ME – The American Folk Festival has announced its second annual color fun run/walk to take place in Bangor. The American Folk Festival's Color Bangor, sponsored by Changing Seasons Federal Credit Union, will be held on Sunday, May 17, and will incorporate color, running and walking, and high energy. The run will be similar to last year's inaugural Color Bangor fun run, and other color-themed runs that have taken place throughout Maine and around the country.

"Color Bangor 2014 was so much fun and so successful, we're doing it again," said Heather McCarthy, Executive Director of the American Folk Festival. "We received a lot of feedback on the first Color Bangor, so we are expecting the 2015 edition to be bigger and better, while still using 100% of the proceeds to benefit the American Folk Festival."

Color Bangor will once again use a route that will incorporate the Bangor Waterfront. Participants will start the route wearing a white Color Bangor T-shirt. At each kilometer mark, a variety of colors will be launched onto runners, resulting in a colorful display on the runners' shirts and themselves as they cross the finish line. The "colors" are non-toxic colored corn starch, FDA approved and perfectly healthy to use in this manner.

"One thing we heard last year was that families wanted an option for kids, so we have incorporated a special option for children to enjoy Color Bangor as well and we're looking forward to finalizing those details and sharing them in the weeks ahead," said McCarthy. "We heard from so many people last year who watched from the sidelines and were already looking forward to doing it in 2015. It's not a serious race. The main objective is to have fun, and we will do everything we can to make that happen."

Registration for Color Bangor will open at 12 noon on Monday, February 9 through www.americanfolkfestival.com, or by calling the American Folk Festival office at 992-2630. Early registration pricing runs through March 16 and is \$35 for individuals 13 and older, \$33 per person for teams of 8 or more, and \$25 for children. Pricing will increase on March 17. Updates and giveaways will be done through the American Folk Festival Facebook page. Sponsorship opportunities are also available. Color Bangor will raise money for the American Folk Festival, which takes place every August on the Bangor Waterfront.

For more information on Color Bangor or the American Folk Festival, visit www.americanfolkfestival.com.

About the American Folk Festival:

The American Folk Festival has been a premiere attraction on the Bangor Waterfront since its start in 2002. During the last 13 years, the festival has grown to include a multitude of cultural

acts, crafts, and foods from across the world for one weekend in August on the Bangor Waterfront. Entrance to the festival is free, but a suggested donation of \$10/day per person is encouraged to ensure the festival is able to continue to bring the wealth of culture and tradition to Bangor, Maine. For more information on the festival visit www.americanfolkfestival.com.

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