



MEDIA CONTACT:

April R. Silver, AKILA WORKSONGS, Inc.

Phone: 718.756.8501 main ~ **Email:** pr@akilaworksongs.com

FORT GREENE FESTIVAL HUGE SUCCESS!

After the Phenomenal Success of the Fort Greene Festival, Organizers
Announce New Plans to Keep the Magic Alive for 2010 and 2011

July 6, 2010 | **BROOKLYN, NY** - - **I See Promotions, LLC** presented perhaps one of the most talked about, well-organized, and largely attended festivals in Fort Greene Park's recent history. On **Saturday, June 26, 2010**, the Fort Greene Festival attracted attendees not only from Brooklyn, but reportedly from across the entire Northeast region, as people from all ages, races, backgrounds, and walks of life enjoyed a day of music, food, and good times. Organizers are proud to announce that, according to the New York City Police Department's 88th Precinct, not a single incident or injury was reported during the ten hour festival that attracted (according to the 88th Precinct) thousands of peaceful festival-goers.

Positive feedback from Festival attendees was non-stop on Twitter (#FortGreeneFest, #FtGreeneFest, #FortGreeneFestival), evident on the Festival Facebook page, and via the iPhone app that was developed just for the Festival. **Peter Tulloch**, the Founder and Festival Director - and head of I SEE Promotions - notes: "It is truly fulfilling to see several months of planning result in this level of success. The I SEE Promotions team worked tirelessly to create a harmonious, safe environment so that sponsors, vendors, restaurants, artists, and friends could enjoy the magic of Fort Greene. In one setting, I believe that we honestly captured the art, soul, and future of Brooklyn and we're grateful to the individuals and organizations that made it happen so beautifully, especially **NYC Council Member Letitia James.**" **Mrs. Mattie Turner**, mother of the Ajile L. Turner (who the festival was dedicated to) added: "This exceeded all my expectations. I was very happy to be a part of the big project that Ajile was working so hard on right before he passed. I was very happy to be able to capture and be a part of the project that meant so much to him."

FORT GREENE FESTIVAL HIGHLIGHTS

- Over ½ million dollars circulated in the Fort Greene neighborhood that can be directly or indirectly attributed to the Fort Greene Festival.
- More than double the amount of sponsors and attendees, compared to the first festival.
- Not a single injury or incident reported.
- The *Greening Greene* Initiative was 100% successful with the NYC Parks Department reporting that Fort Greene Park was spotless after clean up.
- Every confirmed artist, band, and host participated and helped make the event a smash success.

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WHAT'S NEXT?

Even while still heavily involved with what will be several weeks of wrap up for this year and planning for 2011, Tulloch announced the following new developments:

- Fort Greene Festival will transform into a season of performances that will launch September 2010. The season will consist of three (3) music events that will take place in local venues in Fort Greene, Brooklyn and will culminate in the Fort Greene Festival in June 2011. The season will reflect Tulloch's mission to create exposure and opportunity for emerging artists.
- Fans of Fort Greene Festival will soon be able to pick four of the bands to be featured for the 2011 event in June. After Labor Day 2010, fans will receive an email that will introduce them to the online process of selecting their favorite artists to be featured, making the event more interactive.
- The *Greening Greene* Initiative will continue in 2011. Fort Greene Festival continues to be committed recycling as much material as possible on site, as well as reducing its footprint in the park.
- Fort Greene Festival will continue to involve local youth and students, demonstrating the organization's commitment to community engagement.

THE 2010 SPONSORS

The following sponsors played a vital role in the success of this year's festival and I SEE Promotions is proud to have partnered with entities that share in same excitement for the Fort Greene community: WABC • Avalon Fort Greene • Waste Management of New York • Con Edison • GrowNYC • Vespa • Dunn Development Corp. • National Grid • Pathmark • Soul of Brooklyn • Danny Simmons • WNYC Radio • News 12 Brooklyn • Long Island University • Pratt Institute • Berkeley College • Brooklyn Hospital • United States Department of Agriculture • Exquisite Restaurant • Nu Yu Day Spa • Pay-O-Matic/Western Union • Metro PCS • Metropolitan Recycling • Gary Jean-Baptiste / North Eastern Network Wellness Center • THE BLVD • Tumeric

CONTACT:

Peter Tulloch
Fort Greene Festival Founder and Director
President, I SEE Promotions
718.902.9641
fgreenefest@gmail.com
www.forgreenefest.com

MEDIA INNQUIRIES:

AKILA WORKSONGS, Inc. | pr@akilaworksongs.com | 718.756.8501 office

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