

**NEWS**

**Allen Consulting, Inc.**

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**89 Middletown Road, Holmdel, NJ 07733**

**Phone 732.946.2711 Fax 732.946.8032**

**www.allenconsulting.com**

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**Contact: Pam Gallagher**

[pam@allenconsulting.com](mailto:pam@allenconsulting.com) 732.946.2711

**KEYPORT'S FESTIVAL AMERICANA**  
**CELEBRATES THE BAYSHORE**

**KEYPORT, N.J.** – For family fun at the Jersey Shore and a chance to experience life in a picturesque Bayshore town, you can't ask for much more than what you'll find at Keyport's 5<sup>th</sup> Annual Festival Americana July 1-2 at Firemen's Park. Festival hours are 11 a.m. to 9 p.m. on Saturday, July 1, and 11 a.m. to 6 p.m. on Sunday, July 2. Keyport is just a short distance from Exit 117 of the Garden State Parkway. Admission is free, and the festival, held at the corner of West Front Street and American Legion Drive overlooking scenic Keyport Harbor, takes place rain or shine.

Hosted by the Keyport Business Alliance, the two-day event features seafood, a raw bar, wine and beer garden, a colorful parade of sailboats on the bay, live music, entertainment, craft vendors, activities for children including inflatable rides and pony rides, along with demonstrations, games, contests and fun galore for the entire family.

Boaters and landlubbers alike will enjoy Saturday's parade of sailboats on Keyport Harbor, setting off from the Keyport Yacht Club at 1 p.m. With many pleasure craft on the waters decked out in patriotic red, white and blue, the line of sailboats gliding across the bay presents a colorful summer spectacle for those nearby, both on and off the water.

The weekend festival includes many fun and unique activities for kids, including an appearance by the Oscar Mayer Wienermobile both days of the event and its "Sing the Jingle, Be a Star" contest.

– MORE –

**Add One/Keyport Festival Americana**

Lowe's of Holmdel will conduct a birdhouse-building clinic, and radio stations 94.3 The Point and New Jersey 101.5 will be on hand with promotions and giveaways. A stilt walker and balloon artist will mingle with the crowds each day, and pro and amateur duffers alike can test their skills at the HSBC Women's World Match Play Road Show's golf cages.

Saturday's lineup of live entertainment features the Christopher Dean Band from noon to 2:30 p.m., Jonny B and the Blues Blazers from 3:30 to 6 p.m., and The Cryers performing from 7 to 9 p.m., followed by a spectacular display of fireworks lighting up the sky over the harbor beginning at 9 p.m. On Sunday, The Bill & Ron Show, a classic acoustic rock duo, will perform from 3:30 to 6 p.m. DJ Pete will be on hand spinning both days.

In between festival activities, crowds will have the opportunity to feast on a delectable variety of Jersey's freshest, finest seafood, including soft shell crabs, chowder, clams, steamers and more.

"Festival of Sails is one of many events where the business owners in Keyport welcome everyone to our town," said Kathaleen Shaw, advocate for the Keyport Business Alliance. "It's a perfect opportunity for visitors and local families to discover all the wonderful things the town has to offer."

The Keyport Business Alliance hosts the festival with the generous support of sponsors including Super Foodtown Food Circus, 94.3 The Point, New Jersey 101.5, and JCP&L. For more information, go to [www.keyportonline.com](http://www.keyportonline.com) or call Allen Consulting at 732-946-2711.

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