



**PRESS RELEASE**  
**For Immediate Release**

**March 12, 2020**

**Important Update: Hill Country Living FESTIVAL Rescheduled for October 24, 2020**

Vendors, Sponsors, Partners and Volunteers:

Considering recent developments pertaining to COVID-19, and out of an abundance of caution, the Hill Country Alliance FESTIVAL planning team decided yesterday to **RESCHEDULE** the 4/4/20 Hill Country Living FESTIVAL + Rainwater Revival to **SATURDAY, OCTOBER 24, 2020**.

We have been closely following public health guidelines from local, regional, and state authorities and have watched as numerous cities and counties nearby have reacted accordingly. We believe this decision is in the best interest of our volunteers, vendors, partners, and the public.

We also recognize that as vendors, sponsors, and partners, you have already invested time and energy into preparing for this event. As a non-profit we share concerns about how we deliver an excellent FESTIVAL experience while mitigating potential losses due to the virus. We ask that you continue to show your support as we move forward with the new date.

**What does this mean for you?**

- As a registered vendor, sponsor, or partner, your registration will be transferred to the new date.
- By retaining your reservation, you are investing in the future success of the FESTIVAL and helping us with direct costs associated with hosting this great event.
- If you cannot attend on the new date of October 24, 2020, please contact us directly within the next 30 days.

**Same Venue. Same Setup. Same great FESTIVAL experience!**

Please mark your calendars and let your fans, customers and supporters know—we'll be back and **ready for FUN on Saturday, October 24, 2020, at the Dripping Springs Ranch Park!** Set up will begin on Friday, October 23. We can't wait to bring all of your wonderful wares, information and products to our Hill Country residents and customers.

Thank you for your understanding, and please don't hesitate to reach out with any questions or concerns.

Sincerely,  
Katherine Romans  
Executive Director  
Hill Country Alliance

Karen Ford  
Event Planner  
WaterPR

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