

July 11, 2021

For Immediate Release

Media Release PSA

RALLY TIME!! Prescott's own service outreach event is back! We need your help to **serve**, out of love for **our neighbors!**

9th Annual HOPE FEST AZ
HIS GRACE IS ENOUGH FOR YOU
PRESENTED BY LAMB CHEVROLET

WE REMEMBER 9/11
20 Year Commemoration

Saturday, September 11, 2021 | Yavapai County Courthouse Plaza | Prescott, Arizona | 10am - 9pm

Contact: Exec. Director and Co-founder Jaye Lene Long

Email: jayelene@HopeFestAZ.com

Phone: 928-830-1837

Website: HopeFestAZ.com

9th Annual HOPE FEST Arizona – Festival with a Purpose!

Brief overview...

Saturday, September 11, 2021

Yavapai County Courthouse Plaza of Prescott, Arizona

- **Event hours** - 10AM to 9PM
- **Live Music** - 11AM to 9PM
- **Car & Motorcycle Show** - 10AM to 2PM
- **HOPE Serves Family Resource Fair** - 10AM to 4PM
- **9/11 20th Anniversary Commemoration Ceremony** – Noon
- **Fostering Hope Award** – 6PM
- **9/11 Remembrance Candlelight Tribute** – 6:30PM

This Year's Event Features...

- On September 11, 2021, HOPE FEST will lead our community as we mark the passage of two decades since the day that changed our lives forever. In collaboration with the Northern Arizona VA, a powerfully reverent **9/11 20th Anniversary Commemoration Ceremony** will take place at noon on the Northside of the Courthouse. Also included is a **gratitude presentation to our community's Military and First Responders**.
- Then at sundown, our community will gather for a **Candlelight Tribute** to illuminate the Courthouse Plaza to commemorate the 20th Anniversary of the attacks. **Together We Remember**. We are grateful to the Patriot Guard Riders and Northern Arizona VA for their partnership in making this tribute possible.
- Headline Music Artist: **7eventh Time Down**

- Other Music Artists: **JEFF SENOUR & CALLED TO SERVE, KENYON GREY featuring Billy Spoon and COVENANT 31.**
- **Vanessa Horabuena** gifted, nationally recognized live painter will be sharing her inspirational gift on the main stage during music performances.
- **Fostering Hope Award** with a surprise on-stage reveal and award presentation.
- **HOPE Serves Community Resource Fair** with Family services, connections and solutions. For the 9th year, local businesses, organizations, churches and groups will impact lives by meeting the needs of our neighbors, in the areas of: Education, Housing, Recovery, Domestic Violence, Suicide Prevention, Mental, Social & Health Care, Veteran Family Services, Adoption, Foster & Elder Care, Employment, Volunteering Opportunities, and more!
- The **HOPE Serves Family Resource Fair** is dedicated to serve: **Veterans, Active Military, First Responders, their Families, and the vulnerable of Yavapai County.**
- **Family Fun ZONE** FREE fun for the entire family
- A bright-n-shiny **Car & Motorcycle Show** will take over Cortez, Goodwin, and Montezuma Streets.
- This year's theme is "**Press On!**" While many folks have experienced hard times this past year, overriding it all is the promise of God, who said, "**I will never leave you or forsake you.**" We have hope for a great future because we have a great God. Instilled in us is an endless supply of relentless determination, never-fading hope, love, and mercy **for our neighbors.** We will fear not and **Press On!**

Why? Because together, we are empowered to make a difference – **Change IS Possible!**

Our Story...

PRESCOTT, AZ — Hope Fest Arizona has become a household name and *Northern Arizona's premier community outreach Festival*. 2021 is the Festival's 9th year! HOPE FEST takes place on **Saturday, September 11!** The beautiful Yavapai County Courthouse Plaza will once again come alive as guests enjoy national and Arizona recording artists, guest speakers, a multitude of vendors and services, a Car & Bike Show, and a FREE Family Fun Zone geared for all ages. Most importantly, we will again reach out to our community with the "**HOPE Serves Family Resource Fair**" to impact the immediate needs of our: **Veterans, Active Military, First Responders, their Families, and the most Vulnerable of Yavapai County.**

What began as a small summer concert on the Plaza in 2012 has become "**a thriving gathering event, inviting people of all walks of life and circumstances to attend,**" mentioned Co-founder and Exec. Director Jaye Lene Long. "**Every year, the Resource Fair powerfully impacts lives by purposely fostering collaborative relationships with a broad spectrum of community service providers, civic, government, faith, and business partners. Our objective is to unite, mobilize and serve through love by connecting solutions to the immediate needs of our friends and neighbors of the Greater Prescott area.**"

Jaye Lene shares, "**The event has grown deeper in its focus and commitment to provide valuable, relevant services for guests. We've all witnessed the modern world become faster,**

busier and full of massive change, enormous choice and complex family issues that can be difficult for children, their parents and family members to navigate."

Annually, the event is attended by thousands. The **HOPE Serves** Family Resource Fair sees more than 170 service vendors providing the tools, connections, and resources to build and support healthy families. This is important and a benefit to everyone. **"The stronger and healthier our communities, the better our children thrive. While our desire is for everyone to have a fun time at HOPE FEST, our biggest' hope' is for families to get the vital resources they need to address the challenges they face every day"**, says Jaye Lene

This year's Headline music artist **7eventh Time Down** is an American Christian rock band from Mount Vernon, Kentucky. They have released five full-length albums and two Christmas EPs. Their biggest radio single is **"God Is on the Move,"** which stayed at No. 1 for five weeks.

They pull from the best of timeless bands such as Led Zeppelin, The Who, The Doors, AC/DC and even Johnny Cash, infusing a raucous yet carefully-crafted musical landscape with lyrics that shoot straight-from-the-hip.

"GOD IS ON THE MOVE is a rallying cry. It's encouraging, empowering," says lead vocalist Mikey Howard. **"I hope it's a reminder that we're all in this together and He is doing things in spite of all the negativity you see on the news, Facebook, Instagram and different media outlets. There's a whole other story to be told."**

7EVENTH TIME DOWN songs **"The One I'm Running To," "Only King Forever," "Lean On" "The 99" "Promises" "Just Say Jesus"** and the band's most recent 2021 EP release **"I'm Free"** and so many more.

Arizona's own **JEFF SENOUR & CALLED TO SERVE, KENYON GREY featuring Billy Spoon and COVENANT 31** will also be performing music on the main stage.

The event's much anticipated annual **Fostering Hope Award** with its surprise on-stage reveal and award presentation to a local charity. The winner is recognized for **"its measurable contribution to our community and exhibiting outstanding commitment to affirming and supporting opportunities to chang lives,"** Long said. **"The emphasis is on persevering to 'Being Part of the Solution,' which ties right into this year's theme Press on!"**

Guests are encouraged to bring donations of canned food, new cold-weather gear, coats, socks, sleeping bags and other winter provisions, so all will be *'Warm for Winter.'*

Presenting Sponsor is **Lamb Chevrolet** for the 9th year and joined by other supporters, **including Teen Challenge of Arizona, B&M Painting, RAW Customs, MCK Woodworks, Advance Coatings Yavapai Bottle Gas, ABC CARSTAR, K-LOVE, Great Circle Media, Arizona Shine Radio, and Magic 99.1FM** and many more generous community contributors throughout the Greater Prescott Area.

The **FREE public event**, HOPE FEST Arizona, is Prescott's homegrown, grassroots endeavor that is 100% volunteer-staffed. Which means 100% of every \$ donated goes directly to services and to make the event possible. It takes a lot of funding to create the FREE public event. Sponsors, Donors and Volunteers are always welcome.

To learn more or to get involved, please, visit: www.HopeFestAZ.com or call 928-387-HOPE (4673) or email info@HopeFestAZ.com

Please LIKE and SHARE us on [Facebook](#), [Instagram](#) and [Twitter](#). Thank you!

RALLY TIME!!

Prescott's own service outreach event is back! We need your help to serve, out of love for our neighbors!

Together, we WILL PRESS ON, and BE PART OF THE SOLUTION!



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HIS GRACE IS ENOUGH FOR YOU

PRESENTED BY: LAMB CHEVROLET



Saturday, September 11, 2021 | Yavapai County Courthouse Plaza | Prescott, Arizona | 10am - 8pm

HOW TO GET INVOLVED

- Sign up to **Volunteer**
- Businesses & Service Organizations can **Host a Vendor Booth** to Serve Our Community
- **Enter Your Vehicle** in the Car & Bike Show
- **Promote** HOPE FEST AZ to Your Friends
- Donate a **Raffle Prize**
- Become an Event **Sponsor or Make a Donation**

THIS YEAR'S EVENT FEATURES:

- **9/11 20th Anniversary Remembrance Ceremony**
- **Live Music**
- **HOPE SERVES** Family Resource Fair
- **HUGE Car & Motorcycle Show**
- **Fostering Hope Award**
- **Much More!**



BROUGHT TO YOU BY:



HopeFestAZ.com | 928-387-HOPE (4673)



Purpose: To Serve our Veterans, Active Military, First Responders, their Families, and the Most Vulnerable of Yavapai County.



9th Annual
HOPE FEST *AZ*

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Sat. Sept 11, 2021

10AM - 8PM

**Yavapai County
Courthouse Plaza
PRESCOTT, ARIZONA**



Family Resource Fair
10AM - 4PM

HOPE Serves connects our guests to meaningful services and resources. We are currently **SEEKING** community service providers for this year's HOPE Serves Family Resource Fair.
Can you help provide:

- Adoption & Foster Care Support
- Drug Prevention & Recovery Resources
- Education Information
- Elder Care & Senior Citizen Support
- Family Support Info & Services
- First Responder Connections
- Health Checks & Resources
- Housing, Job & Legal Assistance
- Mental Health Resources
- Special Needs Connections
- Veteran Families Services
- Volunteering Opportunities
- FREE Family Fun Zone & much more...



Please visit HopeFestAZ.com for the full list of services we are seeking.

"HOPE SERVES" Family Resource Fair was formed to help our community stand united, as a powerful coalition to **BE PART OF THE SOLUTION** for our neighbors in need. Businesses, organizations, churches, and groups will, for the 9th year, impact many lives of the Greater Prescott Area by providing services, connections and education.

Our mission: To serve *The Veterans, Active Military, First Responders, their Families, and the most vulnerable of Yavapai County.*

We are extending a hand of HOPE while showing God's love. *We are stronger together!*

HopeFestAZ.com | 928-387-HOPE (4673)



"Love never stops being patient, never stops believing, never stops hoping, never gives up!" 1 Corinthians 13:7