



FOR IMMEDIATE RELEASE

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HUMAN RELATIONS DIVISION HOSTS THIRD ANNUAL HI-FEST
Multi-Cultural Fall Festival Features Live Music, Food Trucks and Vendors

HIGH POINT, N.C. (August 28, 2018) – The City of High Point Human Relations Division will host the third annual Hi-Fest Multi-Cultural Festival in conjunction with the Bobby Labonte Foundation Charity Bike Ride and the High Point Regional Health Heart & Sole 5K on Saturday, September 8 at the Mendenhall Transportation Terminal. The Charity Bike Ride departs at 7:30 a.m., followed by the 5K at 8 a.m., and Hi-Fest officially runs from 9 a.m. to 4 p.m.

The free event will feature live performances from Sleeping Booty Band, Sahara-Reggae Band and Vanessa Ferguson, who was a Top 8 Finalist on NBC's *The Voice*. DJ B Smooth will provide music throughout the day.

In addition to live music, Hi-Fest will also feature performances from local groups and acts, a beer and wine garden, food trucks and vendors. The festival aims to show attendees the wide range of cultures and ethnicities that High Point residents represent.

“This fall multi-cultural festival is a time for High Point to appreciate the variety of cultures that we have locally. On September 8, come enjoy a day of unity in the community with food, live entertainment and fun for everyone,” said Human Relations Manager Fanta Dorley.

Hi-Fest is sponsored by First Bank. Ralph Lauren and the High Point Regional Association of REALTORS.

For more information, please contact Human Relations Manager Fanta Dorley at 336.883.3125 or fanta.dorley@highpointnc.gov.

The City of High Point aims to serve as the catalyst for bringing together the community's human, economic and civic resources for the purpose of creating the single most livable, safe and prosperous community in America. For more information on the City, visit www.highpointnc.gov.

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