

35th
1975-2010

URBANA SWEETCORN FESTIVAL

For Immediate Release

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35 Years of Sweetcorn: Festival to Feature Soul Asylum, Water Games and More!

The Urbana Sweetcorn Festival has returned this year with more excitement than ever for its 35th anniversary! Ladies and gentlemen, families and friends, students and visitors: Get ready for an unforgettable weekend!

Happening from 5:00 to 11:00 pm on Friday, August 27, and from 11:00 am to 11:00 pm on Saturday, August 28, in the heart of downtown Urbana, the event will feature a traditional festivity lineup that event enthusiasts have come to enjoy, all-new water activities, a special performance by Soul Asylum, environmental initiatives — and, who could forget — a healthy portion of delicious sweetcorn! Enjoy food, beverages, arts, crafts and more from local businesses and 30+ vendors dotting the sidewalks.

We expect this event to draw a crowd of more than 65,000 people, and as always, admission is free! Festivities will take place on Main Street between Race and Vine in downtown Urbana. The Urbana Business Association is happy to answer any questions you have about this exciting event.

Please let us know if we can work with you on getting the word out! For more information, visit www.urbanabusiness.com.

Urbana Business Association
UBA

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