



**PARKER COUNTY
PEACH FESTIVAL
WEATHERFORD, TX**

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FOR IMMEDIATE RELEASE

2020 Parker County Peach Festival Pivots

After continued monitoring of the evolving developments in the COVID-19 global pandemic and remaining in close contact and collaboration with medical professionals, business leaders, and government officials, the Weatherford Chamber of Commerce confirms today that they will not move forward with the 2020 Parker County Peach Festival, which was originally scheduled for July 11. "If you live in Parker County, there's no doubt that you recognize that the Peach Festival is a valued tradition in our community," said Chamber President, Tammy Gazzola. "Although the Covid-19 pandemic has officially taken a bite out of this year's Peach Festival due to the looming uncertainty surrounding mandates to limit large gatherings, the Weatherford Chamber of Commerce has decided to bite back by pivoting from a one-day large festival to an entire week of smaller peachy celebrations. The big one-day Parker County Peach Festival will be back in 2021 and even sweeter with additions added from this year's week of peaches."

Gazzola continued, "while this year there will not be a one-day Peach Festival, we look forward to opening up new opportunities for locals and visitors to enjoy Parker County's sweet peaches and the charm of Weatherford, TX. Festival favorites like peach ice cream and peach cobbler will all be available during "Parker County Peach Week" along with fun activities around town.

At this time, there is not a clear guideline from state officials or CDC for large gatherings in July which makes it difficult to plan a festival that welcomed nearly 60,000 attendees last year. Gazzola encouraged residents to, "think of Peach Week as one part Peach Festival and one part staycation with the entire focus on family, food, and fun all while highlighting local businesses to help reinvigorate our local economy in a manner that is consistent with local, state, and federal guidelines."

Everyone is encouraged to follow Parker County Peach Festival at <https://www.facebook.com/parkercountypeachfestival> and www.peachfestivaltx.com for continued information of peachy activities.

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