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# News Release

## Second annual Tacolalah Festival announces logo design contest

*Ark City's premier multicultural event seeks entries from area artists for 2020*

ARKANSAS CITY, Kan. (August 16, 2019) — The City of Arkansas City's Tacolalah Committee has announced a new logo design contest for the second annual Tacolalah Festival on May 2, 2020.

This contest is open to anyone to participate and there is no cost to enter. The committee will accept submissions for the design of the 2020 Tacolalah Festival logo until **5 p.m. Wednesday, Sept. 25**.

Those interested in submitting a design are required to download two files located at <http://bit.ly/tacolalahdesign>. They are a 2020 Tacolalah logo element, which **must** be included in each logo submission, and a Transfer of Copyright form that **must** be completed and submitted with the entry.

The Transfer of Copyright only will be enforced for the winning design. The winner will be able to retain the use of the logo for portfolio purposes. Entries should be emailed to [info@tacolalah.com](mailto:info@tacolalah.com).

All designs should be created in a vector format that can be provided to festival organizers, if the entry is selected as the winner, but initial contest entries can be made in .JPG or other file formats.

The winning designer will receive \$100 in Chamber Bucks, which can be spent at many local businesses in Arkansas City, as well as a special Tacolalah "swag bag" and official award certificate.

The winner also will be featured as part of the Arkalalah Big Parade, if scheduling permits.

### About the Tacolalah Festival

The first-ever Tacolalah Festival, held on May 4, 2019, was a huge success, generating more than \$13,500 in sales and attracting more than 2,000 people to Wilson Park on a beautiful, sunny Saturday.

The second annual Tacolalah Festival will be a day full of festivities Saturday, May 2, 2020, in Wilson Park, highlighted by the third annual Salsa Fest, sponsored by the Chamber of Commerce.

**For immediate release**

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This premier multicultural festival, which is free and open to the public, runs from 10 a.m. to 10 p.m.

1025 The River will continue to sponsor its annual Cowley's Outdoor Market, which will be open from 10 a.m. to 8 p.m. Market exhibitors should call (620) 442-1102 or email [kelly@1025theriver.com](mailto:kelly@1025theriver.com).

There again will be a merchandise tent available, sponsored by Visit Ark City, for festival attendees to purchase commemorative gear. Free Tacolalah swag will be given away throughout early 2020 on the Tacolalah Facebook page at [www.facebook.com/tacolalah](http://www.facebook.com/tacolalah). The event's website is [www.tacolalah.com](http://www.tacolalah.com).

Food and merchandise can be purchased only with Tacolalah Tokens, which will be available for sale the entire day at the Optimists of Arkansas City token booth in Wilson Park.

The Tacolalah beer and margarita garden — which will be open from 4 to 10 p.m. — and Outdoor Market cannot accept Tacolalah Tokens, but will accept cash. Most market vendors also can take cards.

Various forms of games and entertainment will be featured through the day. Musical entertainment will include mariachi bands, dancers, other live performers, a local disc jockey and possibly karaoke.

Tacolalah Festival 2020 sponsors include 1025 The River, the Arkansas City Area Chamber of Commerce, the Beautification and Tree Advisory Board, the City of Arkansas City, the Equal Opportunity and Accessibility Advisory Board, the Optimist Club of Arkansas City, and Visit Ark City.

Proceeds from sales at Tacolalah will go to support the Wilson Park Master Plan Phase 1 Upgrades.

For more information about Tacolalah, contact Andrew Lawson at (620) 441-4415 or [alawson@arkcity.org](mailto:alawson@arkcity.org) or Visit Ark City Director Pam Crain at (620) 442-0230 or [info@tacolalah.com](mailto:info@tacolalah.com).

Voting members of the 2020 Tacolalah Planning Committee are:

- At-large member — **Debbie Savala**;
- Beautification Board — **Robin Henderson, Paisley Howerton and Brooke Padgett**;
- Equal Opportunity Board — **Bob Baker, Tammy Lanman-Henderson and Rags Smith**;
- Northwest Community Center Board representative — **Gary Hale**;
- Public Library Board of Trustees representative — **Kayleigh Lawson**;
- Visit Ark City Board of Trustees representative — **Pam Crain**.

Nonvoting advisory members and volunteers include JoAnn Bierle, Kelly Dillner, Felipe Escalante, Nancy Holman, Anita Judd-Jenkins, Andrew Lawson, Charles Tweedy, and Junior Urias.

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