



City of McKinney Press Release

FOR IMMEDIATE RELEASE

McKinney celebrates Fourth of July with Red, White and BOOM!

Second-year event is free to the public, features fireworks, concerts, car show and veterans salute

McKINNEY, Texas (June 15, 2009) – On July 4, McKinney brings back the popular free celebration of freedom, with family fun, food and entertainment. The second annual Red, White and BOOM! festival boasts many of the same activities that drew 40,000 people to events across McKinney from Historic Downtown to Craig Ranch.

“This hometown event was extremely successful last year. In these tough economic times, it’s more important than ever to have fun, free events for our residents and their families,” said City Manager Frank Ragan. “This is truly a hometown, community event to celebrate the most important civic holiday, and what we have planned will make it special for everyone attending.”

Craig Ranch, the City of McKinney and the McKinney Community Development Corporation are sponsoring the event that organizers say showcases the city’s history and community spirit, shopping and dining, and outdoor recreation and natural beauty.

Red, White and BOOM! kicks off July 4 with a parade in Historic Downtown McKinney. A Veterans Salute, the 14th annual Killis Melton Ice Cream Crank Off and a car show with vintage and new models alike are all at various locations around downtown and are free and open to the public. Families can also enjoy the many dining and shopping options around downtown.

In the evening, festivities move across town to the McKinney Soccer Complex at Craig Ranch. Live music, food, kids’ activities, a fly-over and an incredible fireworks display round out the traditional Independence Day celebration.

“We are focused on fun activities for the whole family this year. It’s also extremely important for us to remember the true reason we celebrate our freedom, with a salute to our veterans at MPAC during the day and a special tribute to McKinney Blue Star Families who have relatives deployed now,” said Parks, Recreation and Open Space Director Lemuel Randolph. “The best part is all of this is free.”

Schedule of Events:

Saturday, July 4 – Historic Downtown McKinney

- Hometown Parade –10:30 a.m.
- Car Show (located at Tennessee St. and Davis St.) – 10 a.m.-4:30 p.m.
- 14th annual Killis Melton Ice Cream Crank Off (located at Chestnut Square) – 10 a.m. – 3 p.m. (tasting begins at noon)
- Veterans Salute – 11:30 a.m.

Saturday, July 4 - McKinney Soccer Complex at Craig Ranch

- Family activities and food – 5 p.m.-9 p.m.
- Live music on Center Stage – 6 p.m.-9:30 p.m.
- Fly-Over by the Flight of the Phoenix Escadrille – 7 p.m.
- Fireworks – 9:30 p.m.

All Red, White and BOOM! activities are free and open to the general public. For more information about registering for the parade or car show, how to volunteer or other event details, visit www.mckinneytexas.org or call 972-547-7480.

#

About McKinney

McKinney, Texas, is unique by nature. As one of the fastest-growing cities in the U.S., McKinney has a current population of 122,000. Incorporated in 1848, the city is located 30 miles north of Dallas and is the county seat of Collin County. McKinney offers rolling hills, lush trees, a historic downtown square and unique neighborhoods and developments. Visit the city's Web site at www.mckinneytexas.org and follow us on [Twitter](#).

Media contact: Anna Folmsbee, Communications and Media Manager, 972-547-7525