



City of McKinney Press Release

FOR IMMEDIATE RELEASE

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

Third-year event is free to the public, features fireworks and concert

McKINNEY, Texas (June 24, 2010) – On July 4, McKinney brings back the popular free community celebration of our nation's independence, with family fun, entertainment and a spectacular fireworks show. The Red, White and BOOM! festival features activities across McKinney from Historic Downtown to Craig Ranch.

"Red, White and BOOM! is an extremely important event to our community, and we are thrilled to be able to present it in light of tough economic times. Our mission is to do all we can to enhance the quality of life for residents and the positive experience for visitors. But like every level of government, the economy has challenged us to do more with less and to even more efficiently manage our limited resources," said Interim City Manager Rick Chaffin.

Red, White and BOOM! kicks off July 4 with a parade in Historic Downtown McKinney, where families also can explore the many dining and shopping options. After the parade, the events switch to Craig Ranch for the Pat Lobb Fascination Car Show.

In the evening, festivities at the McKinney Soccer Complex at Craig Ranch include live music, food, kids' activities and a fireworks display to round out the traditional Independence Day celebration.

"Come out and celebrate our nation's birthday under the stars, featuring live music, lots of fun activities and a fireworks finale," said Parks, Recreation and Open Space Director Lemuel Randolph.

Schedule of Events:

Saturday, July 4 – Historic Downtown McKinney

- Hometown Parade – 1:30 p.m.

Sunday, July 4 - McKinney Soccer Complex at Craig Ranch

- Pat Lobb Fascination Car Show at Craig Ranch – 1 p.m. – 7:30 p.m.
- Family activities and food – 7:30 p.m. - 9:30 p.m.
- Live music on Center Stage – 8 p.m. - 9:30 p.m.
- Fireworks – 9:45 p.m.

All Red, White and BOOM! activities are free and open to the general public. For more information about the event, visit www.mckinneytexas.org or call 972-547-7480.

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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 127,000. 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.

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