



## **Sweet Pea Festival**

424 E Main St., Suite 203B, Bozeman, MT 59715

406-586-4003

[www.sweetpeafestival.org](http://www.sweetpeafestival.org)

### **FOR IMMEDIATE RELEASE: Bozeman, MT – June 23, 2021**

#### **Sweet Pea Festival Wristbands on Sale Now**

Sweet Pea Festival is pleased to announce that wristbands for this year's festival are on sale now.

The 2021 Sweet Pea Festival will take place August 6-8, 2021, at Bozeman's Lindley Park. This year's festival will provide all the wonderful arts and entertainment festivalgoers have come to expect, but with a few minor changes for admission to the festival.

The health and safety of festivalgoers is paramount. Therefore, this year's festival capacity is slightly reduced. It's important to purchase wristbands early to ensure admission. You can preorder your wristband online now at the festival website: <https://sweetpeafestival.square.site/> for pickup at the Sweet Pea office through August 5 or orders can be mailed if placed by July 28. Purchasing wristbands in advance will allow for fast, contactless delivery as well as efficient and expedited entry to the festival. Beginning July 2<sup>nd</sup>, wristbands will be available at local outlets. Also, new this year - children 12 and under are free. No wristband is needed for admission.

Wristbands will not be sold at entry points, nor will pickup of pre-ordered wristbands be available at the gates. Remaining wristbands will only be available for purchase at the Festival's new main box office found in front of the library during the festival. Prices go up if purchased after August 5.

For more information or to purchase wristbands please contact the Sweet Pea Festival office at 406-586-4003 or visit the festival website at <https://sweetpeafestival.org>.

#### **ABOUT SWEET PEA FESTIVAL:**

The Sweet Pea Festival is a three-day festival of the arts held in Bozeman, Montana, since 1978. Festival dates are always the first full weekend in August with other events, such as Chalk on the Walk and The Bite of Bozeman starting off the festivities of Sweet Pea Week. The festival includes everything from music, theatre and dance, to children's activities, arts, and crafts vendors from Bozeman and around the country, and adult painting workshops. The Sweet Pea Festival is committed to its mission statement of "promoting and cultivating the arts."

Hundreds of volunteers run and organize this annual event, a testament to the community's desire for its ongoing success. All monies raised above what is needed to operate the festival are given back to the community in the form of grants for the arts, art education, and special projects in the Bozeman area. Where art and community meet.

#### **PRESS CONTACT:**

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