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MARSHALL FESTIVALS DEBUTS NEW VISITOR WEBSITE

Website Features Interactive Event Reservations and Hotel Booking

MARSHALL, Texas, April 1, 2009 – With its annual festival season opening next month, Marshall Festivals, Inc. has debuted a completely updated website to attract visitors, provide timely information and even allow online reservations for the organization's Stagecoach Days and Wonderland of Lights celebrations.

The Web site, www.marshallfestivals.com, provides prospective visitors, vendors and sponsors with 24/7 access to information on each event, maps and contact information. Users can also book vacation stays directly with Marshall area hotels and bed & breakfasts and reserve tickets to events online.

According to Jill Crocker, festivals coordinator for Marshall Festivals, Inc., "The new site showcases Marshall's fabulous festivals in a fun, interactive environment. With hundreds of thousands of visitors coming to Marshall's festivals each year, we're excited to provide such a highly informative and useful tool."

Another feature of the website was designed specifically for event vendors and sponsors. In addition to information on the events, participants can now download applications and forms directly from their desktops.

According to Crocker, ongoing enhancements to www.marshallfestivals.com will include such features as streaming video, customized trip-planning and even a customized social networking portal.

ABOUT MARSHALL FESTIVALS, INC.

In 1987, a small band of volunteers dreamed of the positive impact that a Christmas lighting festival could have on their struggling community. They enlisted the help of the City and Chamber and began what became a nationally recognized festival. These volunteers organized MFI and handed the reigns of the growing festival over to the MFI. Stagecoach Days, the city's heritage festival, was also brought under the MFI umbrella. For over 15 years MFI, a 501(c)(3) non-profit organization, has planned, promoted and coordinated Wonderland of Lights® and Stagecoach Days.

Marshall Festivals, Inc. (MFI), led by its volunteer board, annually produces both Wonderland of Lights® and Stagecoach Days for the Marshall community and our thousands of visitors. Partnering with MFI are the City of Marshall, the Marshall Convention & Visitors Bureau, Marshall Chamber of Commerce, Marshall Main Street, Harrison County and many other local organizations and businesses.