

# MEDIA RELEASE

## FOR IMMEDIATE RELEASE

SEPTEMBER 29, 2014



THERESA EARLES  
PUBLICITY COORDINATOR  
[theresa.earles@gmail.com](mailto:theresa.earles@gmail.com)  
757.636.8828

### 37<sup>TH</sup> ANNUAL SUFFOLK PEANUT FEST PARADE

SUFFOLK, VA: The Annual Suffolk Peanut Fest Parade will step off on Saturday, October 4, at 10 a.m. in downtown Suffolk. Beginning at South Broad Street and traveling down Washington Street, the parade will turn left onto North Main Street and disband at Finney Avenue. The music of high school marching bands will reverberate through downtown's historic district, while the Shriner's will delight with their creative floats, marching units, trucks, cars, mini cars and motorcycles. The parade's 50+ units will include equestrian groups, Cub Scouts, Girl Scouts, motorized units and many more. Everyone's favorite clown, Ronald McDonald, will also make an appearance. The Grand Marshal for the 2014 Suffolk Peanut Fest Parade will be none other than, Mr. George Y. Birdsong, whose family's business—Birdsong Peanuts—is celebrating its 100<sup>th</sup> Anniversary this year.

Suffolk-born, Mr. Birdsong went to work for his family's business in 1965. He has been involved in U.S. Peanut industry organizations and issues throughout his career including the Virginia-Carolina Shellers Association, American Peanut Council, The Peanut Foundation (regarding peanut research), The Peanut Institute (regarding peanut nutrition) and many other peanut industry activities. A leader in the local community, Mr. Birdsong has been actively involved with local civic organizations such as the Suffolk Redevelopment Housing Authority, Obici Healthcare Foundation, Suffolk Foundation, United Way, YMCA and Suffolk Center for Cultural Arts. Mr. Birdsong received Suffolk First Citizen Award in 1997.

*The 37<sup>th</sup> Annual Suffolk Peanut Festival is scheduled for October 9-12, 2014. General admission is free and parking is \$10 per vehicle, per day. Four-day passes are \$20 and available for purchase at the Suffolk Visitor Center, 524 North Main Street, and the Holiday Food Store, 715 North Main Street. For more information about Suffolk Peanut Fest and associated concerts, events and games, log onto [SuffolkFest.org](http://SuffolkFest.org) or contact Suffolk Festivals at 757.539.6751. [facebook.com/SuffolkPeanutFest](https://www.facebook.com/SuffolkPeanutFest)*

# # #