

**FOR IMMEDIATE RELEASE:**

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**MAYFEST, INC. ANNOUNCES OFFICIAL AUTOMOTIVE DEALER FOR MAYFEST 2010**

**Fort Worth, Texas February 25, 2010**

Mayfest, Inc. announced today that Frank Kent Motor Company has joined with Mayfest as the Official Automotive Dealer for the Mayfest 2010 festival. Frank Kent is a fourth generation family owned and operated car dealership based in Fort Worth. Their commitment to family and to Fort Worth makes them the perfect partner with Mayfest – Fort Worth’s favorite family festival.

The late Frank Kent, a respected leader in the automotive industry, opened Frank Kent Motor Company in 1935 ([www.frankkent.com](http://www.frankkent.com)). Because of his commitment to quality, value and honest and reliable service the dealership grew into two thriving Fort Worth locations. Over the years, the dealership has received numerous awards for outstanding sales and service, including being the only dealer in Dallas-Fort Worth inducted into the Automotive Hall of Fame and the coveted Master Dealer award from Cadillac. The family heritage continues today with the fourth generation of Kent automobile dealers, his great-grandchildren, Corrie Churchill and her twin brother, Will. Corrie and Will continue to carry on the Frank Kent legacy by remaining family-owned and operated with the same quality and values upon which the dealership was founded over 75 years ago.

Mayfest, presented by Mayfest, Inc., is a four day family festival that attracts over 200,000 people annually. Mayfest is Fort Worth’s oldest family festival and spreads over 33 acres in beautiful Trinity Park. Over 3,000 volunteers contribute over 12,000 hours of service during the annual event. All profits from Mayfest, \$5.8 million to date, are distributed to its founding partners that support the greater Fort Worth area through the beautification and recreational development of the Trinity River and local parks, as well as various community programs. Mark your calendar for April 29 – May 2 for Mayfest 2010. Enjoy 7 stages of entertainment, 5 huge areas of entertainment, attractions, rides and fun, all your favorites in festival food and a wonderful Art & Gift Market. Mayfest ensures four full days of entertainment for people of all ages.

Donations to MAYFEST may be sent to the Mayfest, Inc. office located at 255 Bailey Ave., Fort Worth, Texas 76107 or online at [www.mayfest.org](http://www.mayfest.org). All donations are tax deductible to the full extent allowable by law. Mayfest, Inc. is a 501 (c) 3 non-profit organization.

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