



FOR IMMEDIATE RELEASE
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MAY 11, 2017

Taos in Bloom! The Annual Lilac Festival Returns

(Taos, NM) The Taos Lilac Festival, Inc. will host its fifth annual Lilac Festival this year on May 19-21. The festival that celebrates the arrival of blooming lilacs throughout the town will be held at Kit Carson Park and will feature live entertainment, food and craft vendors, a wine and beer garden and many family friendly events.

Each day, Friday through Sunday, visitors can expect a lilac garden center with gardening supplies, seminars and advice on lilac care and twelve varieties of lilacs for sale, as well as an arts and crafts fair, the New Mexico Beer & Wine Garden and live entertainment. Additionally, Saturday, May 20 will feature a pet parade, a pet costume contest and the Taos Lilac Festival 5K Run and Family Fun Run. The Taos Taco Cook Off, where local restaurants compete for votes, will take place on Sunday, May 21.

The Lilac Festival in partnership with Taos Mesa Brewing, will bring Lilacs, Bluegrass and Brews to this year's event. The music lineup will feature folk and bluegrass musicians for all three days of the festival.

2017 Schedule:

Friday, May 19

2:00pm – 5:00pm: Ginsengers (Old Time Americana)

Saturday, May 20

12:00pm – 2:30pm: O'Duffy's Lament (Irish Roots)

3:00pm – 5:30pm: John Pepe & Friends (Bluegrass)

Sunday, May 21

12:30pm – 3:30pm – Zephania Stringfield Band (Folk/Bluegrass)

More than just a weekend of family fun, the Taos Lilac Festival promotes gardening, improving landscaping throughout the area and increasing the curb-appeal of the Taos community.

“The Lilac Festival is a great event for visitors from near and far to come and appreciate the beauty of Taos in the spring,” said Karina Armijo, Director of Marketing and Tourism for the Town of Taos. “We are looking forward to a weekend of beautiful lilacs and family fun!”

For more information on the Taos Lilac Festival and a full schedule of events, visit <http://www.taoslilacfestival.com/>.

More about the Town of Taos...

Located just 135 miles from Albuquerque’s International Sunport and a short, 90-minute drive from Santa Fe, Taos is home to the country’s oldest continuously- inhabited pueblo community, the state’s newest national monument, and the highest peak in New Mexico. World-class skiing, hiking, camping, whitewater rafting, kayaking, fishing, and mountain biking can all be found nearby. Motorists enjoy the region’s celebrated scenic drives, including the Enchanted Circle and the High Road from Santa Fe to Taos. The area also boasts ample four-wheeling and off road trails that crisscross the backcountry. Golf Digest’s four-star-rated Taos Country Club championship golf course offers players spectacular scenery and panoramic mountain views. Other hidden Taos travel gems include cultural sites like the San Francisco de Asis Church, the downtown plaza, “El Corazon de Taos,” as well as museums and galleries, weekend music and art festivals, and even llama trekking adventures. Finally, most Taos travelers find that their getaways are not complete without indulging in the local New Mexico cuisine and its famous red and green chile options that infiltrate everything from breakfast burritos to pizza. To learn more, go to www.taos.org.

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