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**Philadelphia Mummers  
Brigade Association**

# Press Release

**FOR IMMEDIATE RELEASE**

## **The Philadelphia Mummers Brigade Association Announces MummersFest and Finale for 2010**

### **RING IN THE NEW YEAR IN PHILADELPHIA AT THE MUMMERS FANCY BRIGADE FINALE, THE FANCIEST NEW YEAR'S DAY CELEBRATION**

#### **Two Guaranteed Indoor Performances Headline the Festivities**

**PHILADELPHIA (September 2, 2010)** – Philadelphia is home to the fanciest New Year's Day celebration, the Mummers Fancy Brigade Finale at the Pennsylvania Convention Center on Saturday, January 1, 2011. The indoor showcase, presented by the Mummers Fancy Brigade Association, is a highlight of the popular, long-standing Philadelphia Mummers Parade, which also takes place on New Year's Day, and the most comfortable and convenient way to enjoy the festivities.

Sometimes described as a cross between a Broadway show and Mardi Gras or Junkanoo, the Mummers Fancy Brigade Finale, with its elaborate costumes and massive props, is a 2 ½-hour, stunningly colorful, high-energy showcase of a dozen masterfully choreographed, four-and-a-half-minute routines to high energy music. More than 2,500 Fancy Brigade performers, divided among 10 Fancy Brigade clubs, work for one full year to create the themes, costumes, props and drills that comprise the show and dazzle the audiences. Performers, from children to seniors, volunteer their time and raise money for their clubs so, on this one day – New Year's Day – they can don bright, glittering, sequined costumes; dress up in colorful masks and make-up; and perform dance routines and drills, all in front of a backdrop of set pieces and props that soar 24-feet high.

Visitors have two chances to see the spectacle on New Year's Day; The Mummers Fancy Brigade Association presents a family show at Noon and an identical, second show at 5:00 p.m. Both shows take place in Hall B of the Pennsylvania Convention Center, 12<sup>th</sup> and Arch streets, in Philadelphia. Leading up to the event, MummersFest, a four-day, family festival from Tuesday, December 28 through Friday, December 31, 2010, provides a sneak peek into the making of the Mummers Fancy Brigade Finale.

The Mummers Fancy Brigade clubs represent one of four divisions – the Comics, Fancies, Fancy Brigades and String Bands – that take part in the annual day-long Philadelphia Mummers Parade on Broad Street on New Year's Day. While the other three divisions exclusively march outside, in addition

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to the outdoor march, the Fancy Brigades also bring their performances indoors, for the two guaranteed shows at the Pennsylvania Convention Center. Due to the intricacies of the costumes and props, the outdoor parade is weather dependent, but the indoor shows are guaranteed rain or shine with reserved seating.

The 10 participating Mummers Fancy Brigade clubs are family-oriented and neighborhood-based, each with a local clubhouse or gathering space used for practices and fundraisers. Several have two or three generations of the same family that take part in the larger-than-life show.

Tickets for the Mummers Fancy Brigade Finale at the Pennsylvania Convention Center, 12<sup>th</sup> and Arch streets in Philadelphia, go on sale on October 1, 2010. Reserved, center-section tickets for the Noon family show and the 5:00 p.m. judged show are \$20 each; reserved seats in the two side sections are \$15. Tickets for groups of 25 or more are \$14 and \$18. Groups greater than 45 receive two complimentary tickets. Children ages 3 and younger are admitted free. Refreshments are available for purchase at both shows. To order tickets, please visit [www.comcastix.com](http://www.comcastix.com) or call 1800-298-4200. For more information on booking a group tour with the Mummers Fancy Brigades, contact Scott Brown by phone at 856-832-7244 or via email at [tourgrouops@fancybrigade.com](mailto:tourgrouops@fancybrigade.com).

### **MummersFest**

From Tuesday, December 28 through Friday, December 31, 2010, **MummersFest**, also at the Pennsylvania Convention Center, is a four-day, interactive, family-friendly festival. For just \$4, attendees can make-and-take crafts, try on authentic Mummers costumes for picture-taking, and watch the clubs rehearse their drills. Knowledgeable veteran Mummers, all former club captains, lead 30-minute backstage tours of the show props and floats, providing a sneak peak at the themes that take center stage on New Year's Day and the last-minute preparations for the big day.

MummersFest hours are: Tuesday, December 28, 4:00 – 9:00 p.m.; Wednesday, December 29, 4:00 – 9:00 p.m.; Thursday, December 30, 4:00 - 9:00 p.m.; and Friday, December 31, Noon – 7:00 p.m.. Tickets are available at the door of the Pennsylvania Convention Center for \$4 per person, and include make-and-take crafts, a costume exhibit, rehearsals and a 30-minute behind-the-scenes tour.

### **About the Mummers Fancy Brigade Association**

The Mummers Fancy Brigade Association is one of four divisions within the Philadelphia Mummers Parade, held each year on January 1. Among the Comics, Fancies and String Bands, the Fancy Brigades are unique in that they conduct two indoor shows at the Pennsylvania Convention Center on New Year's Day in addition to marching that day in the Mummers Parade. This indoor venue gives Mummers fans and out-of-town visitors an opportunity to take in the colorful pageantry, theatrics and high-energized dancing that has come to distinguish the Fancy Brigades, in a guaranteed show in a warm and inviting reserved setting. For more information, visit [www.fancybrigade.com](http://www.fancybrigade.com).