



For Immediate Release

**U.S. Cellular Signs On As Presenting Sponsor
For Cookeville's 12th Annual Fall FunFest**

Cookeville, TN (8-10-07) –For the first time in its 12-year history, Cookeville's Fall FunFest will have a presenting sponsor this September. Event organizers have secured **U.S. Cellular** as presenting sponsor for the **12th Annual Fall FunFest** slated for **Friday and Saturday, September 7-8, 2007** on Cookeville's historic downtown square.

"We are very excited about this partnership," stressed Dennis Freeman, event coordinator. "So many people in the community have contributed so much time and effort into making Fall FunFest the premier event in the Upper Cumberland area, and to have a prestigious company such as U.S. Cellular marry their brand with the event marks a real turning point in the value and marketability of the event."

"U.S. Cellular is proud to be the presenting sponsor for this year's event," said Tom Catani, regional vice president for U.S. Cellular. "We are always looking for new ways to give back to the communities we serve, and we're thrilled to be part of Fall FunFest."

U.S. Cellular is the nation's sixth-largest wireless service carrier, providing wireless service to six million customers in 26 states. The Chicago-based company employs 8,000 associates nationwide, and more than 850 associates in Tennessee.

One of the premier fall events on the Upper Cumberland Plateau, Fall FunFest offers a variety of events for the entire family, including a championship barbecue cook-off, the Region's Bank Family Fun Zone, Teen World, a 5k/10k Averitt Fun Run, WCTE Stations of Imagination and TACA arts and crafts area. A variety of musical entertainment will perform on three stages, and local and regional vendors will offer food and concessions. Admission to the event is free.

Fall Fun Fest presented by U.S. Cellular is a presentation of CityScape, Cookeville's local "Main Street" organization that works to preserve, protect and promote the heart and soul of Cookeville – its downtown. CityScape is a group of concerned citizens working hand in hand with partners such as the City of Cookeville, local merchants and property owners to develop downtown as a destination for business and pleasure.

Fall FunFest presented by U.S. Cellular is a Litter Free event.

Other event sponsors include Coca-Cola, Kroger, Averitt, Regions Bank, AUI LLC, Premier Diagnostic Imaging, N2TheNet, Streamliner Creative, Cookeville Regional Medical Center, Miller Lite, Rockstar, JWC Broadcasting, Stone Steel, Baymont Inn & Suites, Holiday Inn Express, Putnam County Clean Commission, BB&T/Legge Insurance, Herald-Citizen, Lamar Outdoor Advertising, Comcast Spotlight and Cookeville Chamber of Commerce

Cookeville is located approximately 1.5 miles off I-40, at exit #287 (Cookeville/Sparta).

For more information, visit the Fun Fest website, www.fallfunfest.com.

Contact Information: Publicity, Judi Turner/ turnerco@bellsouth.net / 615-356-9115; Event Manager, Dennis Freeman, dennis@freemanenterprises.com / 615-445-5077. For the Cookeville CookOff, Tony Stone, 931-526-1063; for Averitt Fun Run, Jen Boswell, jen@cookeville-tn.org, Stations of Imagination, Cindy Putman and Reggie Brown , 931-528-2222, ext. 227; cputman@wcte.com and rbrown@wcte.com; Food and Retail Vendors, Mike Dyce, 615-456-3889; and Arts and Crafts, Mike Whiteman, 931-432-6313.