



**For Immediate Release**

**U.S. Cellular Returns As Presenting Sponsor  
For Cookeville's 13<sup>th</sup> Annual Fall FunFest  
Annual Fall Kick-Off Event Slated for September**

**Cookeville, TN (7-21-08)** –U.S. Cellular will return as presenting sponsor for Cookeville's 13<sup>th</sup> Annual Fall FunFest slated for **Friday and Saturday, September 5-6, 2008** on Cookeville's historic downtown square. Visitors to the festival's website, [www.fallfunfest.com](http://www.fallfunfest.com) will find a new and improved look that will make navigating the site much easier, organizers pointed out.

Event Director Dennis Freeman said the FunFest is delighted to welcome U.S. Cellular back as presenting sponsor. "Everyone involved with the festival is extremely pleased we could meet the expectations U.S. Cellular had through their involvement," he added. "Their name and prestige certainly added a new dimension to the festival, and we look forward to a long and mutually productive relationship."

"For us, this is about bringing people together for a fun weekend to celebrate our community," said Tom Catani, regional vice president of U.S. Cellular.

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 barbeque 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, AUI LLC, Premier Diagnostic Imaging, Tennessee Lottery, N2TheNet, Streamliner Creative, Cookeville Regional

Medical Center, JWC Broadcasting, Stone Steel, First Tennessee, American Bank and Trust, and Progressive Savings Bank, Clarion Inn, Putnam County Clean Commission, Herald-Citizen, Lamar Outdoor Advertising, BB&T Legge Insurance, and Comcast Spotlight.

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](http://www.fallfunfest.com).

**Contact Information:** Publicity, Judi Turner/ [turnerco@bellsouth.net](mailto:turnerco@bellsouth.net) / 615-356-9115; Event Manager, Dennis Freeman, [dennis@freemanenterprises.com](mailto: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](mailto:jen@cookeville-tn.org), Stations of Imagination, Cindy Putman and Reggie Brown , 931-528-2222, ext. 227; [cputman@wcte.com](mailto:cputman@wcte.com) and [rbrown@wcte.com](mailto:rbrown@wcte.com); Food and Retail Vendors, Mike Dyce, 615-456-3889; and Arts and Crafts, Mike Whiteman, 931-432-6313.