



**OLD TOWN MEDIA RELEASE**

**June 21, 2010**

**8<sup>th</sup> Annual Red, White and BOOM!  
to Feature 2 Concerts and an Ice Cream Eating Contest**

Rock Hill, SC— Cool off on Saturday, July 3<sup>rd</sup> beginning with a children's ice cream eating contest at Rock Hill's 8<sup>th</sup> Annual Red, White and BOOM located on Black Street in downtown Rock Hill. The ice cream eating contest is open to children 7 years old and up. Bruster's Real Ice Cream will sponsor 4 age categories: 7-10, 10-12, 13-15 and 16 and up beginning at 6 PM. Registration for the contest begins at 5:30 PM at the grassy area at City Hall on Black Street. The contest is limited to 15 people per category.

Other children's activities will be located in the Black Street surface lot beginning at 5:30 PM. Tickets for children's rides are \$2 or \$10 for unlimited play. There will also be food and beer vendors at the event. The band Rough Draft will perform in the Old Town Amphitheater at City Hall at 7 PM followed by Cravin' Melon at 8 PM. Reserved seats for the concert are \$10 and can be purchased at the Economic and Urban Development office at City Hall or online at [www.onlyinoldtown.com](http://www.onlyinoldtown.com). The concerts are a rain or shine event. General admission is free. The fireworks display is at 10:00 PM.

The event is sponsored by the City of Rock Hill, The Herald, WRHI, Interstate 107, Rock Hill Coca Cola Bottling Company, Piedmont Medical Center, BudLight and the Old Town Association.

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