The Journal

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Seneca expecting 'huge' May festival

BY ANDREW MOORE
THE JOURNAL

SENECA — The 2010 version of Seneca's annual Memorial Day weekend festivities has a new name and a bigger itinerary than ever before.

Formally known as the Meet and 3 festival, Seneca's festival consistently draws between 15,000 to 25,000 over Memorial Day weekend, and was renamed "Seneca Fest" this year.

The event will be held May 28 and May 29.

Recreation Director Rick Lacey and Events Coordinator Riley Johnson are working in conjunction with the Education Foundation of Oconee County and the Ram Cat Alley Merchants Association to provide even more options for those attending the event.

New to the festival is a scheduled 5K run and One Mile run. Registration for the run begins at 7 a.m. May 29, with the 5K, a strenuous 3.2-mile race, beginning at 8 a.m. at City Hall, and then winding through the city's historic district before coming to an end where it started. A one-mile fun run begins as soon as the 5K is over, followed by a brief awards presentation at Norton-Thompson Park.

Seneca Fest activities will begin immediately following the awards presentation, and those activities will be numerous.

By 12 p.m., the day before barbecue cookers competing in the Education Foundation's BBQ Cook-Off will begin arriving to set up shop, and by 1 p.m., live music will begin at Ram Cat Alley. All day on both Friday and Saturday, Arts on the Alley will allow passersby to experience a wide variety of artists' work in a plethora of mediums, being made available in the miscellaneous shops on the art-friendly district of Ram Cat Alley.

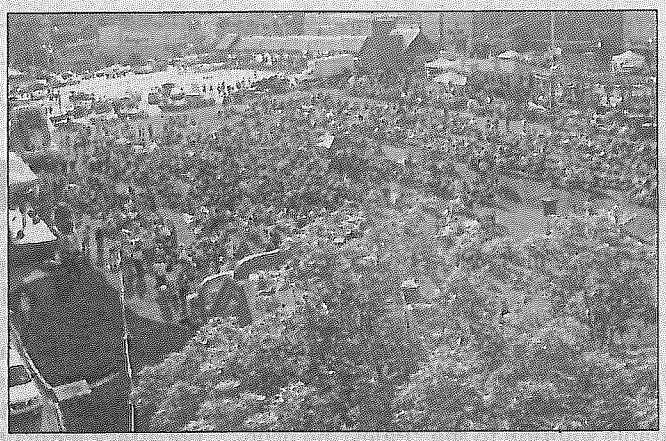
From 5 p.m. until 10 p.m., May 28, a Classic Car Cruise-In will be held near Norton Thompson Park.

After Saturday's 5K race, craft and food vendors will set up throughout downtown Seneca, and by 12 p.m., the barbecue for the cook-off will be served.

The live music during the two-day festival will feature numerous acts, including New Dixie Storm, Stone Echo, 440 Band, Sinnerville Saints, Doug McCormick, Danielle Howell and Matt Corbin.

At 8 p.m. Saturday, the event's headliner, Atlanta Rhythm Section, will play.

"This is going to be huge this year, guys," Lacey told the Seneca Events Committee during its meeting Wednesday.



FOR THE JOURNAL

Thousands are expected to flood Norton-Thompson Park and the rest of downtown Seneca this May 28-29 for Seneca Fest, as they did during the 2009 Meet and 3 festival pictured here.