

“ENCORE: THE FESTIVAL” TO REACH HIGHLY DESIRABLE AUDIENCE

June 4 event targets active adults

NEW HOLLAND, Pa. — Apr. 15, 2011 — On Sat., June 4, Garden Spot Village will offer a unique opportunity for businesses to reach a highly desirable demographic. Baby boomers—ages 47 to 65—are the target audience for “Encore: The Festival,” a combination of conference and street festival featuring the Grammy® Award-winning Blind Boys of Alabama, best-selling authors Dan Buettner and Leonard Sweet, local and regional experts on living well—plus artisans, regional food purveyors and other vendors.

“We’ve chosen speakers and entertainers who appeal to a very dynamic demographic—active adults who are looking forward to the next phase in their life,” said John Farber, chief operating officer at Garden Spot Village. “These are people who are focused on optimal health and fitness, living life fully and looking forward to having more leisure time.”

Consumers born between 1946 and 1964 are a prized demographic. According to the U.S. Consumer Expenditure Survey, adults 50-plus own 65 percent of the net worth of all U.S. households. The net worth of the average household headed by someone in the 55 to 64 age group is 15 times higher than the average for households headed by someone under 35, according to U.S. Census figures. Research also shows that during recent holiday seasons, shoppers over the age of 55 spent three times more online than the national average.

“Our audience has discretionary income, leisure time—and they’re internet savvy,” Farber said.

To discuss sponsorship opportunities, contact Linda Dodge, director of development, at 717-355-6215 or ldodge@gardenspotvillage.org.

Vendors—including food, product and service providers as well as juried artists and craftspeople, can download exhibitor applications at www.encorethefestival.org/vendor_info.php.

For more information, visit www.EncoreTheFestival.org.

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