



FOR IMMEDIATE RELEASE

April 9, 2010

The Memories Are Back: Fair Saint Louis 2010

**Air Show and Music Under the Gateway Arch Return to Commemorate 30th
Anniversary of “America’s Biggest Birthday Party”**

ST. LOUIS -- Joseph F. Imbs, III, Chairman of the Fair Saint Louis Foundation, and St. Louis Mayor Francis Slay today announced key highlights for this summer’s 2010 Fair Saint Louis, to be held July 3 and 4 on the grounds of the Gateway Arch. This year’s event welcomes the return of the Fair Saint Louis Air Show and free musical entertainment on the Budweiser Main Stage. In addition to music under the Gateway Arch, spectacular fireworks will conclude each evening – offering family fun over the Fourth of July weekend.

“Fair Saint Louis has been creating memories for 30 years,” said Imbs. “We are very proud of this legacy and we’re especially looking forward to this summer’s highlights -- the return of the Fair Saint Louis Air Show and being back on the Arch grounds. St. Louis’ rich history in aviation paired with its iconic Riverfront makes the Riverfront the perfect backdrop for an air show. We invite everyone to join us for a weekend full of memorable moments.”

“The City of St. Louis continues to proudly partner with the Fair Saint Louis Foundation on this hallmark event that brings people from near and far to our historic Riverfront. Since its inception 30 years ago, Fair Saint Louis has resulted in millions of dollars in economic impact while also contributing greatly to area non-profits via concession sales,” said Mayor Slay. “On behalf of the City of St. Louis, I am thrilled to join in the effort with the Fair Saint Louis Foundation to invest in and celebrate ‘America’s Biggest Birthday Party.’”

In addition to the 30th anniversary highlights, Imbs also shared details of the Fair Saint Louis Air Show and the musical headliners who will play the Budweiser Main Stage:

- Air shows will take place on both Saturday, July 3 and Sunday, July 4 and will include some of the premier air show performers from around the country.
- Grammy Award winning R&B hit-maker John Legend (www.johnlegend.com) will headline on Saturday, July 3. The quirky new wave band, The B-52s, (www.theb52s.com) will headline on Sunday, July 4.

Fair Saint Louis will kick off at 10 a.m. on Saturday, July 3 with the 133rd Veiled Prophet Parade, one of the best and longest running parade’s in the nation.

Saturday, July 3

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| 10 a.m. | 133 rd Veiled Prophet Parade |
| Noon | Festival and K-Town Kids Zone Open |
| 12:30 p.m. | Air show** (90 minutes) |
| 3 p.m. | Local bands begin and continue throughout the afternoon |
| 5:30 p.m. | Air show** (90 minutes) |



8 p.m. John Legend on the Budweiser Main Stage
9 p.m. Fireworks
10 p.m. Festival closes

Sunday, July 4

11 a.m. Festival and K-Town Kids Zone Open
11:30 a.m. Air show** (90 minutes)
1 p.m. Family Act on the Main Stage
4 p.m. Local bands begin and continue throughout the afternoon
5:30 p.m. Air show** (90 minutes)
8 p.m. The B-52s on the Budweiser Main Stage
9 p.m. Fireworks
10 p.m. Festival Closes

** Dates/times subject to change

Following the Fourth of July festivities, the celebration will continue throughout the month of July with the LIVE on the Levee concert series. **A complete line-up of entertainment for both Fair Saint Louis and LIVE on the Levee will be announced in May.**

Each year community volunteers, Fair Saint Louis staff, the Veiled Prophet Organization, in partnership with the National Park Service and the City of St. Louis work together to promote St. Louis by bringing visitors downtown for the month-long event. The name Fair Saint Louis acknowledges that this event is produced by Saint Louisans, for Saint Louisans and their guests from all over the world. If members of the community are interested in volunteering, volunteer applications may be downloaded from the Celebrate St. Louis Web site at www.celebratestlouis.org.

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The Fair Saint Louis Foundation, formed to organize and operate the Fair each year, has donated numerous gifts to the Saint Louis community in conjunction with the Fair. Over the years, the Foundation has contributed the lighting of the Eads Bridge, the Mississippi River Overlook, the mile-long Riverfront Promenade, and was a partner in providing two Grand Staircases beneath the Arch as a part of the National Park system.

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