



Contact: Matthew Rhodes
Phone: (310) 849-8342
Email: matthew@princessfestival.com

FOR IMMEDIATE RELEASE

Osmond Sisters to Open Winter Princess Festival

Provo, UT November 16, 2011 – A “Pink Carpet” opening event featuring a trio of Osmond sisters will launch a new month-long winter Princess Festival at the Provo Towne Centre running from November 28th through December 23rd. Granddaughters of Alan Osmond, and great nieces of Donny and Marie, Suzannah, Sarah and Sasha Osmond will debut a song specially written for the Festival among other holiday hits. The performance is open to the public and will take place at the Provo Towne Centre on Saturday, November 26th at 3:00pm.

The Princess Festival, a value-oriented fairy tale experience for young children, will highlight stories of young people who have made an impact in their communities through acts of service. Parents or friends are invited to submit video clips of their service-minded young ones telling their stories by going to www.princessfestival.com or to the Festival’s Facebook page at www.facebook.com/princessfestival. The video stories will be shared throughout the month at the event. A focus of the Princess Festival is to empower young kids to do service and make a difference in the world.

Originally conceived as an interactive fairy-tale experience, the Princess Festival allows boys and girls ages 3-10 to enjoy a fun adventure while reinforcing good values of courage, kindness, friendship and service. Actors, dressed the part as original fantasy characters, guide the young visitors through a holiday story where they participate in helping a magical character through a challenge.

Parents continue to search for good, value-oriented options for entertaining their children. LDS apostle, D. Todd Christofferson, has stated, “Ironically, it sometimes takes hard work to find wholesome leisure.” With passive choices ever-increasing to engage children, such as movie watching and playing computer games, it can be difficult to find quality interactive fun for young families. CNN contributor, Scott Steinberg, recently reported that “Upwards of 91% of tots are also now video game players, says market researcher the NPD Group, noting children between 2 and 5 years of age as the fastest-growing audience since 2009.” Founder, Ron Hatfield, hopes this event can give parents a fun, wholesome choice for their families over the holidays.

With 43 grandchildren, Ron also realizes many parents are looking for alternatives to the perfect fairy-tale image portrayed in typical Princess stereotypes. Even sociologists, Liz Grauerholz and Lori Baker-Sperry, point out in a Purdue University study, “Fairy tales about pretty princesses winning Prince Charming are more harmful than parents might think.” The creative team behind the Princess Festival has drawn characters that share some personal challenge and imperfection. This, along with the problem-solving element of their stories, makes the point that princesses and fairy-tales do not have to be perfect to have a happy ending. Perhaps this type of fairy-tale adventure can be more relatable to kids.

Festival Show dates and times:

“A Hobbyduke Christmas Story” -- Nov. 28 *thru* Dec. 10

“Princess Winterland Festival” -- Dec. 12 *thru* Dec. 23

Both story events run Monday-Friday (4pm-8pm) & Saturday (10am-8pm). Shows begin every 30 minutes.

More details on times, tickets, and location can be found at www.princessfestival.com.

The Princess Festival was founded in 2008 by the Hatfield Family to help support local and international charities such as *In Our Own Quiet Way*, which creates clean water sources in African communities. The Festival has drawn over 10,000 attendees annually at their Lindon and Thanksgiving Point events.

#

If you would like more information, or to schedule an interview with the Osmond sisters or Festival founder, Ron Hatfield, please contact Matthew Rhodes (310) 849-8342 or e-mail at matthew@princessfestival.com.