

## MegaFest 2017 Kickoff Feb. 17 at Omni Dallas Hotel Featuring Bishop T.D. Jakes and Deputy Mayor—DALLAS, Feb. 13, 2017

### **WHAT**

Bishop T.D. Jakes will lead the kick-off events to launch MegaFest 2017, a four-day faith, film and family festival that will attract more than 100,000 visitors to Dallas June 28 - July 1.

The kickoff reception and media announcement—2 p.m. Friday, Feb. 17, in the Katy Trails Room at the Omni Hotel, Dallas—will spotlight the array of attractions available to women, men, youth and children attending MegaFest 2017 this summer. Recognized as the world's largest multi-day family festival, MegaFest attracted more than 91,000 visitors in 2015.

Bishop Jakes and other dignitaries also will introduce key additions that will make this year's festival even more spectacular, including:

- A major corporate sponsorship with PepsiCo; and other lead sponsors
- An exciting entrepreneurial contest with the University of North Texas - Dallas for budding business-builders in middle and senior high school; and
- A powerful partnership with the Dallas Theater Center featuring an innovative community-healing initiative on the anniversary of the tragic shooting in downtown Dallas in the summer of 2016
- A network reception with full dessert bar will precede the event

### **WHO**

Bishop T.D. Jakes; City of Dallas Deputy Mayor Pro Tem Erik Wilson; Visit Dallas President and CEO Phillip Jones; Vivek Sankaran, president and chief operating officer, Frito Lay of North America; and the 2017 MegaFest Host Committee. Media availability to follow.

### **WHEN**

Friday, February 17, at 2 p.m. CT

### **WHERE**

The Omni Dallas Hotel (Katy Trail Room\*)  
555 S Lamar St.  
Dallas, TX 75202

Enter hotel via the Lamar Street for special valet parking (near Bob's Steakhouse) or self-park. Take escalator up to the Katy Trail Room.