



**FOR IMMEDIATE RELEASE:**

Pine Bluff, Arkansas – July 22, 2020

GFPB Announces Delta Celebration Series of Festivals 2020 Plans

Go Forward Pine Bluff, in partnership with the City of Pine Bluff, continues to monitor and navigate the uncertain aspects of the COVID-19 pandemic. As a result of the heightened public safety measures and economic hardship, the Delta Celebration Series of Festivals and Events will be rescheduled for 2021. This includes Forward Fest Blues, Batter, and Brew; Homecoming Showcase; Mistletoe Magic; and King Cotton Holiday Classic.

The Delta Celebration Series of Festivals and Events is a significant component within the Quality of Life pillar. The mandates and health provisions set forth by the Center for Disease Control, and local and state government, work to ensure public safety. Specific 2021 dates will depend on our community's ability to reduce or eliminate the spread of COVID-19 through all current and future recommended practices.

Go Forward Pine Bluff would like to thank the sponsors and partners of the Delta Celebration Series. Although new challenges abound, we will continue to celebrate the Delta as we Move Forward!

Tavante Calhoun Sr.  
Quality of Life Coordinator, GFPB

**Go Forward Pine Bluff (GFPB)** started as a grassroots effort of a group of 100 diverse volunteers – age, race, gender, economic stature – who spent 2016 developing a strategic plan to grow the tax base of our community based on four pillars: Economic Development, Education, Government and Infrastructure, and Quality of Life. The GFPB Plan is funded by a 7-year 5/8<sup>th</sup> cent sales tax that was passed overwhelmingly by 70% of the voters, business investments, private donations, and grants. A public-private partnership was formed with the City of Pine Bluff to ensure the funding is utilized appropriately to implement the 27 initiatives in the Plan. GFPB seeks to increase the revenues of the city, retain population, relocate population, and attract tourism and consumers. Our goal is to establish the necessary working relationships to move Pine Bluff forward. GFPB received the 2018 Pine Bluff Commercial Reader's Choice Award for Best Innovative Workplace. Learn more at [www.goforwardpb.org](http://www.goforwardpb.org).

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