

MARKETING IDEALS COMPANY
STRATEGIC MARKETING & PUBLIC RELATIONS

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FOR IMMEDIATE PRESS RELEASE

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Arizona Scots Kick Up Their Heels!

Mesa, Arizona – On Saturday & Sunday, February 25th & 26th, the Arizona Scottish community and about 15,000 of their closest friends from the four corners of the world will gather at Mesa Community College to celebrate their culture.

The event is comprised of many things: World-class athletic competitions, Highland Dance, Re-enactment presentations, Clans, Food, Live music, Bagpipe & Drum bands from all over the globe and lots of fun for the wee lads & lassies.

Have you ever seen a big burley man in a kilt toss a telephone-pole-like caber? Did you know that the origination of pipe bands comprised of pipers, side drummers, a bass drummer and occasionally a tenor drummer occurred sometime after the battle of Waterloo in 1815? How about that right along with the ancient stories of daring warriors and master pipers you will find dance as a crucial part of celebrations and ceremonies of the Highlands?

Join the Caledonian Society of Arizona on Saturday & Sunday, February 25th & 26th and enjoy a day about Scottish Culture – Eat, sing, dance, visit the clans, learn about your own Celtic Roots and enjoy a weekend of Scottish merriment!

Press: Thank you for helping us promote this event. The Caledonian Society is a 501(c)3 non-profit organization and greatly appreciates your support.

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FACT SHEET

Event: 42nd Annual Arizona Scottish Gathering & Highland Games

Dates: Saturday, February 25, 2006 * Sunday, February 26, 2006

Times: 8 a.m. – 5 p.m. Both Days

Location: Mesa Community College Campus
1833 W. Southern Avenue, Mesa, Arizona
(NEC US 60 and Dobson)

Entertainment

Two Big Stages featuring Live Music by Alex Beaton, Brian Freeman, Paisley Close and Tartan Terrors! Re-enactment groups, Stupendous Magic Show by Craig Davis for the wee ones.

Competition:

World-class athletic competitions, (men & women), Highland Dance, Pipe Bands, Solo Piping & Drumming, and junior athletic events for the wee lads and lassies!

Athletic Games:

Ancient Highland heavyweight athletic competition, including Weight-toss for height, weight throw for distance, hammer throw, Braemar (standing), stone put and the caber-toss including the Challenge Caber for Masters.

The Women's World Highland Athletics Championship events on Sunday.

Clans: Representatives from over 45 clans and Societies will be present.

Genealogy & Tartans:

Information available on genealogy and your clan tartan plus our 3rd Annual Gaelic 101 Class

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Children's activities:

Magician and Juggler, Moon Jump, Junior Athletic Competitions, Face-painting and much more!

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British Car Display:

Many originals and replicas of your favorite British Cars including London
Taxis,
Minis, MGs, Jaguars, and Cobras

Vendors:

More than 45 booths featuring Scottish and Celtic Merchandise

Food/Beverages:

Authentic Scottish festival foods

Admissions:

Scottish Gathering & Highland Games,
One Day: General Admission - \$12, Seniors - \$11, Children - \$5

Proceeds:

Benefit the educational efforts of the Caledonian Society of Arizona
and other non-profit organizations for children here in the Valley.

For Information:

Call the Caledonian Society of Arizona (602) 431-0095 or check
Our Web Site at www.arizonascots.com

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