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## PRESS RELEASE

### **The Vikings are Coming to the Sarasota Medieval Fair!**

*For Immediate Release: 10/15/2018*

*The fifteenth annual Sarasota Medieval Fair welcomes the Vikings to come in for three full weekends in November!*

**Sarasota, Florida (October 15, 2018)** – The fairgrounds near downtown Sarasota is undergoing the transformation of turning the 21<sup>st</sup> century into a memorable time of medieval revelry consisting of music, food, comedy and history the whole family can enjoy.

In less than four weeks, the Sarasota Medieval Fair will open their gates to welcome those that wish to walk into the 1<sup>st</sup> century amongst the Vikings as they travel to Wessex to take on King Alfred, the last of the Saxon forces. The comedy and drama will unfold around you as you walk through the lanes adorned with crafters and merchants, watching the valiant knights challenge one another to a joust, or partaking in the hilarious comedy of the Washing Well Wenches.

For the fifteenth year, the Sarasota Medieval Fair has grown each year, thanks to the participants and enthusiasts that make the festival what it is today. This year the festival has refreshed the entertainment line up, offering a different taste alongside the popular favorites. The New Riders of the Golden Age will be joining the scenario with their majestic array of Belgian, Percheron, Shire and Clydesdale horses while donning full suits of armor. The high energy of Ronin Taiko that uses dramatic movement, fire and the powerful sound of the Taiko drums will be amongst the newest additions, as well as Knightwings Birds of Prey, The Jackdaws, Syng Reys, Landsknechts, and the Wyrd Brothers Productions, a educating living Viking Re-enactment group displaying combat styles, games, textiles and crafting.

“This year’s festival will be heavily entertained,” says Artistic Director, Dean Bowden of Sarasota. “It’s something special to be a part of and the line-up that’s been chosen to perform

and educate, we are sure to get a great response from those that attend.” Bowden has been working closely with the executive producer, Jeremy Croteau, discussing this year’s scenario and how they could involve more demonstration groups in order to truly immerse those that pass through the gates.

“After planning this festival for nearly fifteen years, it’s still a passion for me and I’m very proud of the people that accompanied me on this journey,” says Executive Producer Jeremy Croteau of Sarasota. “I start working on the next year after the first weekend completes. I want to see this grow, I want to involve the community more and I’m eager to see what the future holds.”

For three full weekends of medieval merriment, updated schedules are available online. The 15<sup>th</sup> Annual Sarasota Medieval Fair will be held November 3-4, 10-11 & 17-18, 2018 from 10am – 5:30pm rain or shine. Visit the website at: [www.SarasotaMedievalFair.com](http://www.SarasotaMedievalFair.com) for further details on the upcoming festival or call Toll-Free 1-888-303-FAIR (3247)

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#### FESTIVAL PRESS & MEDIA RESOURCES:

For festival media resources, visit our Official website at: [www.SarasotaMedievalFair.com](http://www.SarasotaMedievalFair.com) and click on the “Media Room” page. There you will be able to download Press Releases, Media Sheets, High Resolution Images, and more. If you would like to send a reporter and/or photographer to cover the festival on an event day, please let us know in advance and will be happy to accommodate in any way we can.

#### CONTACT:

If you are a media representative and would like to contact our Marketing Division, please contact the Marketing Coordinator at: [PRMarketingSMF@gmail.com](mailto:PRMarketingSMF@gmail.com) or call Toll-Free: 1-888-303-FAIR(3247)