



7/30/18

## **ASU Mid-South Announces New Event at Big River Crossing**

*Presenting Sponsors Step Up to Ensure Success*

Designed to showcase all the wonders of West Memphis and Crittenden County, Arkansas State University Mid-South unveiled its plans for a new fall event - the first to celebrate the Left Bank, or West Memphis side, of the Big River Crossing. The **Left Bank Festival** offers family fun while exploring the unique character and charm of Crittenden County. Produced by the Arkansas State University Mid-South Foundation, the proceeds will support scholarships for the ASU Mid-South Greyhound student-athletes.

To ensure the success of the inaugural event, two local sponsors have stepped up to support the festival. Southland Park Gaming & Racing and West Memphis Convention & Visitor's Bureau will be the Presenting Sponsors of the event on Saturday, October 6, 2018.

The afternoon event features a 5k/10k run along the left bank of the River with iconic West Memphis food, craft beer, music, a catfish cooking competition, crafts and more along the newly designed pavilion landing that welcomes Big River Crossers to the West Memphis area. Organizers are promoting the event as unique, hip and fun with a little bit of a friendly, competitive nod to the city across the river. The tagline for the event is: ***Left of Memphis, but Right on Everything Else!!***

Jim Jackson, the Executive Director of West Memphis Convention & Visitor's Bureau said, "This festival offers great activities for outdoor enthusiasts, a target for West Memphis. The run along the river, the opportunity for group bike rides and a bike valet, even a catfish cooking competition – those are perfect tourism targets for our area; sports activities, opportunities for foodies, and of course, music is such a huge part of our heritage."

“Southland is proud to be a presenting sponsor of this new event,” added David Wolf, President and General Manager of Southland Park Gaming & Racing. “We strongly support the growth and revitalization of Crittenden County and believe that good entertainment and fun events are a significant part of that growth. We’ve always been a huge supporter of the college and we have confidence that this new event will become another boost to the quality of life in our region.”

“The timing on this event is perfect,” offered Grandon Gray who is chairing the inaugural event as a member of the ASU Mid-South Foundation Board. “We’ve been talking about our chance to put together something that is ours - something of which all of Crittenden County can be proud. West Memphis and Crittenden County are poised for great things. We believe this event will produce results and give us a reason to celebrate.” Other members of the volunteer committee for the Left Bank Festival include: Lucie Brackin, LeAnn Cole, Kay Kay Davis, Jake Haralson, Karen Nelson, Jack Poff, Jr., Brandon Pugh, Alex Smith and Toby Steele. The committee is led by Phillip Para, Community Relations Coordinator and Diane Hampton, Vice Chancellor of Advancement at ASU Mid-South.

More information about the Left Bank Festival can be obtained from the event’s web site:

[www.leftbankfestival.com](http://www.leftbankfestival.com)

### **About Arkansas State University Mid-South**

Arkansas State University Mid-South is a public two-year institution of higher education with an open-door admission policy, serving Crittenden County, Arkansas, and the surrounding areas with a comprehensive educational program. The College is committed to economic development in the Arkansas Delta through the provision of quality, affordable, and convenient learning opportunities and services consistent with identified student, community, and regional needs.

To meet these needs, the College provides quality academic and support programs, personnel, technology, administrative services, and facilities necessary to respond in a timely and effective manner.

For more information about ASU Mid-South, visit <https://www.asumidsouth.edu>.