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ASU Mid-South Gearing Up For Left Bank Festival at Big River Crossing

Left of Memphis, but Right on Everything Else!!

All indications point to a successful first event.



“The Left Bank Festival next weekend is the perfect time to visit the Big River Crossing and the Delta Regional Park for anyone who has not had the opportunity visit. There’s going to be great weather, and tons of fun. What more could you ask for?” commented Grandon Gray, chairman of the Left Bank Festival committee for Arkansas State University Mid-South.

ASU Mid-South is gearing up for the Left Bank Festival scheduled for Saturday, October 6. The new fall event is the first to celebrate the Left Bank, or West Memphis side, of the Big River Crossing, and is showing all the signs of a successful event. “We are really excited about all the great activities planned for the festival,” said Gray. “We’re seeing the enthusiasm from the community and we really believe the festival is going to be something that really showcases the great things about our community and Crittenden County.”

Runners and walkers still have time to register for either the 5K or the 10K event. Cost for the race is \$30 for the 5K and \$35 for the 10K during race week. Race day registration costs are \$35 for the 5K and \$40 for the 10K. Spirit Runner t-shirt only registration is \$15. The race begins at 4:00 pm and runs on newly paved roads through fields along the river with a view of the Memphis skyline.

Local band “*Someday Now*” will headline for the festivities and local restaurants will have food for purchase. The catfish cooking competition will begin at 3:00pm with judging set to begin at 4:00.

Southland Park Gaming & Racing and West Memphis Convention & Visitor’s Bureau are the Presenting Sponsors of the afternoon event that welcomes Big River Crossers to the West Memphis area. Levee Sponsors for the event include Flash Market, West Memphis Economic Development and the Big River Strategic Initiative.

Members of the volunteer committee for the Left Bank Festival include: Lucie Brackin, LeAnn Cole, Kay Kay Davis, Grandon Gray, Jake Haralson, Karen Nelson, Jack Poff, Jr., Brandon Pugh and Alex Smith. The committee is led by Phillip Para, Community Relations Coordinator and Diane Hampton, Vice Chancellor of Advancement at ASU Mid-South.

Produced by the Arkansas State University Mid-South Foundation, the proceeds will support scholarships for the ASU Mid-South Greyhound student-athletes.

More information about the Left Bank Festival can be obtained from the event’s web site: www.leftbankfestival.com or to register for the event, go to <https://leftbankfestival.racesonline.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>.

Photos from the festival location:





Stunning views of the Memphis skyline from the race course!



