



JOHN J. TECKLENBURG  
MAYOR

*City of Charleston*  
*South Carolina*

OFFICE OF  
COMMUNICATIONS

***For Release: August 9, 2018***

## **Kick-off New School Year at the First Day Festival**

**Charleston, S.C.**—The city of Charleston will welcome thousands of students and their families to the 16th Annual First Day Festival at Liberty Square at the SC Aquarium and Gadsdenborough Park on Sunday, August 12, 2018. Each year, the festival serves as a celebration of the importance of education and a kick-off to the new school year. Students who attend the festival will receive pre-packed bags of school supplies while they last.

In addition to receiving these materials, exhibitors will be on hand to provide information about student support services as well as community resources, and there will be two Kids Zones this year, with jump castles, games, and arts and crafts activities for children to enjoy. Free music and entertainment will be provided by Andres Liviola, ECM Teaching Artist, who will be doing Interactive Drumming. Admission to the SC Aquarium is free during the hours of 1-4 p.m., and there will be limited free boat rides. Lowcountry Foodbank is providing a No Cost Food Distribution at Gadsdenboro Park.

Mindy Sturm, director of the Mayor's Office for Children, Youth & Families said, "The First Day Festival is a true community effort, with partners from all over the area coming together in support of our students. It's a great opportunity to not only generate excitement for the start of a new school year, but to make sure students have the tools they need to start out strong."

To learn more about the First Day Festival, contact Ebony Venson, First Day Festival Coordinator, at [vensone@charleston-sc.gov](mailto:vensone@charleston-sc.gov) or visit [www.charleston-sc.gov/MOCYF](http://www.charleston-sc.gov/MOCYF).

### **MEDIA CONTACT:**

Jack O'Toole, Director of Communications  
Media Relations/Public Information  
(843) 724-3746  
[otoolej@charleston-sc.gov](mailto:otoolej@charleston-sc.gov)