



Community and Economic Development in North Carolina and Beyond Blog: Yanceyville First Fridays Program Stepping Up

By CED Program Interns & Students

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Yanceyville's First Fridays Committee is planning a monthly downtown festival program. Yanceyville's First Fridays Committee is planning a monthly downtown festival program.

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Since January, Yanceyville volunteers have been planning a monthly Friday night festival that will begin in May 2010. Coordinators expect the program to draw regional visitors in addition to Caswell residents each month. The Fridays events will feature music from local and regional performers, childrens' programming, and extended business hours for downtown merchants and restaurants. Additional coordination will be made to incorporate the Caswell Historical Association, Gunn Public Library, the Maud Gatewood Collection at the Municipal Gallery, the old County Courthouse, and other downtown institutions.

Each festival will be in Court Square from 5:30 til dusk, with auto traffic limited to the north end of the square. Performances will be in the square with rain locations in either the old Courthouse, the Municipal Gallery, or downtown stores.

Marketing will target the Triad, Triangle, and Danville regions, as well as the audiences of regional radio stations like 96.7 WKRX in Roxboro, NC. Marketing is currently underway to local and regional musical groups – including bluegrass bands and gospel choirs – to fill the May and June performance slots.