



MEDIA RELEASE

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The [City of Burlington](#), [Elon University](#), and the [Burlington Downtown Corporation](#) are joining forces to host [Phoenix 4th Friday](#) on September 27 from 5:30pm to 9:30pm at the Historic Depot in downtown Burlington. 4th Friday is a summer event series hosted in downtown Burlington on the fourth Friday of each month from May through September. This last 4th Friday of 2019 is officially part of [Elon University Family Weekend](#) and is included on the University's itinerary for the weekend.

For over 125 years, Elon and the City of Burlington have grown and thrived as neighbors and partners. Phoenix 4th Friday celebrates this historic relationship and looks toward a future of increased connection within our community. Plus, its going be a blast. The event will have all the usual 4th Friday family fun that our community knows and loves (balloon animals, face painting, life-sized Jenga and Connect Four, etc), but Elon-themed extras have been added to welcome students and their families to our community.

“The Elon Downtown Innovative Group and [B-town Events](#) have been discussing a collaborative event such as this for several years and we are thrilled to incorporate the Elon University community in our city events, especially during their Family Weekend,” said Emily Crowley, Burlington Recreation & Parks Supervisor of Special Events.

“The Downtown Innovation Group is delighted that this collaboration will bring together the common goal of commitment to community. What a wonderful opportunity to create relationships among Elon University students in their local community, as Burlington Downtown Corporation, the City of Burlington and Elon University collaborate together,” said Tammy Cobb, Associate Director of the [Kernodle Center for Service Learning and Community Engagement](#).

The event kicks off at 5:30 with busker acts [Jacob Danieley Band](#) and [Eliza Spear](#) followed by featured band, [Love & Valor](#) at 7:30 in the amphitheater. All three acts have members who graduated from or are currently attending at Elon. There'll be beer from [Burlington Beer Works](#) and the Alamance County Sertoma Club, wine from [Grove](#)

[Winery & Vineyards](#), and food from six different food trucks (selected by a student survey conducted by an Elon Marketing Course).

Elon's mascot, The Phoenix, is joining the fun and bringing several Elon Athletic Teams with them to help out at the event and to meet and take photos with those in attendance. The [Elon BioBus](#) will run ever 15 minutes from [Inman Admissions Welcome Center](#) to [May Memorial Library](#). Elon-affiliated non-profits like [Elon Infant Development Laboratory](#), [Elon University Athletics](#), [Elon Academy](#), and [Elon Campus Recreation & Wellness](#) will be set up with information booths and giveaways.

As always with 4th Fridays, Downtown Burlington businesses are getting in on the action. Many will have Elon-themed displays and some will even have custom merchandise, so make sure to stroll around beyond the event space to take in all that historic Downtown Burlington has to offer.

“We are proud of the long and strong partnership between Elon and the citizens of Alamance County. This exciting Phoenix 4th Friday event is an opportunity for our campus community to get together with our Burlington neighbors, have fun and celebrate all that we have in common. We invite everyone to turn out for a great evening,” said Jeff Stein, Elon's vice president for strategic initiatives and partnerships.

“Elon University is a great neighbor,” said Assistant City Manager for Administrative Services Rachel Kelly. “The University is one of the partners making possible the first section of our [City Greenway/Bikeway](#) which is currently under construction. It will eventually connect the University to Downtown Burlington where the event is held.”

[4th Fridays](#) are music-centered community events on the fourth Friday of each month from May through September. The series, organized by Burlington Recreation & Parks' Special Events Program [B-Town Events](#) is a partnership of The City of Burlington, and a continuation of the Musical Chairs Concert Series hosted in collaboration with [Alamance Arts](#).

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Our Mission:

“The City of Burlington is dedicated to providing high quality municipal services within our diverse community in a friendly, professional and efficient manner in order to promote the safety, health, and quality of life of residents and employees.”

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