

Media Contact

Sarah Merrell

smerrrell@fletchermarketinpr.com

(865) 249-8371



FOR IMMEDIATE RELEASE

Smoky Mountain Scottish Festival and Games Announces 37th Year of Festivities in East Tennessee

MARYVILLE, Tenn., February 16, 2018 – The 37th annual Smoky Mountain Scottish Festival and Games will offer a weekend of authentic Scottish Highland festivities the entire clan can enjoy from May 19 – 20, 2018.



The festival returns to the grounds of historic Maryville College, home of “The Scots,” located at 502 E. Lamar Alexander Parkway in Maryville, Tennessee.

For \$35 per weekend pass, guests and over 200 volunteers will take a trip back in time to experience Celtic music and dancing, genealogical research,

sheep dog demonstrations, a dog show and parade, hard-to-find Celtic food and merchandise and much more.

There are several ticket packages available at early bird discount prices, including the full weekend package. Early bird discounts end on May 17. Children under 16 years old are admitted free, and there is no charge for parking.

The Smoky Mountain Scottish Festival and Games are East Tennessee’s oldest and premier celebration of Scottish culture and heritage, originally founded in 1981. Maryville is home of the Scots, inhabited by early Scots-Irish settlers—people of extraordinary courage,



determination and a pioneering spirit. The Games are a nod to the rich traditions and history of these settlers and take place against the picturesque backdrop of the Smoky Mountains.

The event offers a take on classic challenges like open stone put, hammer throw, caber toss, sheaf toss and more. All competitions have a men's and women's division. Over 100 athletes are set to participate in these competitions.

Two concert stages featuring Celtic music will entertain guests for the duration of the event. A huge draw for attendees this year are two notable



Scottish bands. Albannach, an award-winning band with a unique tribal sound that includes pipes, didgeridoo and drums will perform along with the Tannahill Weavers, one of the first popular bands to incorporate the sound of the Great Highland Bag Pipe. In 2011, the band was inducted into the Scottish Traditional Music Hall of Fame.

On Saturday, May 21, the Festival will host Scotch tastings at Profit Dining Hall on Saturday, May 20 at 1:30 and 5:30. All tastings require a separate ticket purchase.

A 5K and half marathon, which have become increasingly popular events, now boast over 500 runners and will take place Sunday, May 20.

Last year, the event had a record-breaking Saturday and drew a total weekend attendance of 7,000 attendees. Over 50 clans and societies attended with 40 vendors, 12 pipe and drum bands, 70 clan dancers and eight entertainment bands. This year's event is set to be just as successful.

Whether Scottish or not, Scottish Festival and Games Board Member Keith Austin guarantees guests will be entertained.

"The Smoky Mountain Scottish Festival and Games is a wonderful way to celebrate a unique culture and heritage in our area," said Austin. "This highly-anticipated event is not-to-miss and offers something for everyone. We're thrilled the event draws thousands of attendees each year who enjoy the fun and entertainment."

While entertaining, Smoky Mountain Tourism Development Authority Director of Tourism Kim Mitchell finds events like the Scottish Festival and Games create a significant economic impact for East Tennessee.

“The Festival and Games provide educational insight into our region’s Scottish and Scots-Irish culture, but also showcase the Blount County area,” said Mitchell. “Many of the attendees are quests making overnight stays in the area, supporting Blount County tourism with hotel stays and dining.”

Revenue raised at the event funds two \$250 dance scholarships each year. Additionally, 10 percent of the event’s revenue goes to Maryville College scholarships. The Festival and Games has funded nearly \$15,000 in Maryville College scholarships since its founding.

“Maryville College is pleased to once again host the Smoky Mountain Scottish Festival and Games on our campus,” said Maryville College President Tom Bogart. “It’s a fun, family-friendly event that brings locals – as well as out-of-town guests – to the College. We are continually striving to improve our regional and national name recognition, and the Games help us in those efforts.”

For more information about the festivities and ticket sales, visit smokymountaingames.org or contact Keith Austin at kaustin@lamar.com. The SMSFG is an IRS 501(C)(3) charitable organization.

#

