



The Coolest Celebration on Earth™

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SAINT PAUL WINTER CARNIVAL TO UNVEIL FIVE BUTTONS ON DECEMBER 5

WHO: Saint Paul Mayor Chris Coleman
Representatives of the Winter Carnival Royal Family, Vulcans, Klondike Kates
and other Legendary figures
Kari Boe Schmitz, Board Chair; and Beth Pinkney, President/CEO,
Saint Paul Festival & Heritage Foundation
2010 Button Artist, Kirk Lyttle, illustrator and graphic artist at the *Saint Paul
Pioneer Press*

WHAT: The five 2010 Saint Paul Winter Carnival Buttons will be unveiled “in Grand style”
by Mayor Coleman and representatives from the Carnival. This revealing event is
part of the annual Grand Meander festivities.

After the button artwork has been disclosed, the Vulcan’s will offer free fire truck
rides to the public. The Klondike Kates will entertain the guests by singing
holiday songs.

2010 Winter Carnival buttons will be available for sale immediately following the
unveiling on-site at the event. Prices will be \$5 for one and \$20 for the collector’s
Button Bonus Pack.

Buttons will be available at Cub Foods, Super America, and other area retailers.
They will also be for sale on the Winter Carnival website,
www.winter-carnival.com.

**** This event is free and open to the public. ****

WHEN: Saturday, December 5, 2009 beginning at 10:30 a.m.
Family activities immediately following until 1 p.m.

WHERE: Salut Bar Americain
917 Grand Avenue in Saint Paul, Minnesota

MORE: The 124th Saint Paul Winter Carnival will take place January 21 – 31, 2010.
The majority of events will be held in Downtown Saint Paul in and around
Landmark Center, Rice Park and the State Fairgrounds.

“The Coolest Celebration on Earth” is managed by the Saint Paul Heritage and
Festival Foundation. For more information, please visit www.winter-carnival.com.