



midtown
HOUSTON

FOR IMMEDIATE RELEASE

Contact: JERI BROOKS

jeri@oneworldstrong.com

mobile 713 807 0781



Midtown Celebrates March Madness With a Weekend of Mayhem

MIDTOWN – With the NCAA Men’s Basketball Championships making its return to Houston, Midtown will participate in festivities celebrating the culmination of March Madness with the Final Four at NRG Stadium.

In coordination with the final weekend of the college basketball season, Midtown Mayhem will take place at Bagby Park (415 Gray St.) April 1-3. As the city welcomes fans from North Carolina, Oklahoma, Syracuse, Villanova and across the nation to town, Midtown will join in the revelry as Houston serves host to the Final Four for the first time since 2011.

“We are excited to have Final Four fans and guests in Houston this weekend,” says Amaris Salinas, marketing and park programming manager of Midtown. “We have programmed activities to encourage visitors to explore Midtown and look forward to hosting a weekend of fun events at Bagby Park.”

The weekend kicks off with Midtown Wine Down, the happy hour series held on the first Friday of each month. For three hours starting at 5 p.m., Midtown Wine Down will boost its merriment up a notch by featuring additional entertainment, including 80s classic rock band FM Radio.

At noon on Saturday the gayety will resume, with local musician Jon McConnell performing while partygoers enjoy a number of games on site. That three-hour extravaganza will set the stage for the finale on Sunday, commencing with a four-site pub crawl and then a pop-up concert.

From 2-5 p.m., the pub crawl will snake through Drinkery Bar and Grill (2416 Brazos St.), Pub Fiction (2303 Smith St.), Christian’s Tailgate (2000 Bagby St.) and Front Porch Pub (217 Gray St.). Participants are then encouraged to return to Bagby Park for the Concert in the Park sponsored by Silver Eagle from 6-7 p.m., with special guests commanding the stage and capping the weekend of frivolity.

“We’re really excited to work with Silver Eagle with this pub crawl and this concert,” Salinas says. “We’re hoping it’s just the tip of the iceberg of what is to come.”

What is to come is Midtown Park, the 6-acre, mixed-use project under construction at 2811 Travis. Midtown Park is scheduled for completion by the close of 2016, just in time for the City of Houston to host Super Bowl LI. The events staged at Bagby Park will

serve as a precursor for more grandiose engagements at Midtown Park when it's set for activity.

"When the new park opens next year we plan to take these smaller events to the bigger levels in having more festivals and larger concerts," Salinas says. "This is our smaller baby park that we're testing things out in right now. Bagby Park will continue to be there, but it's more to get the feel of what people want."

In the interim, Bagby Park is a fine venue, and Midtown sets the perfect stage for residents and visitors alike to share in the ancillary thrills of the Final Four. Vibrant and convivial, Midtown remains the standard of new urbanism, and the community at large is its primary beneficiary.

"We have that advantage where the majority of our residents are millennials so this is exactly what they love to do in being able to just walk out of their apartment and walk downstairs and join us at the park," Salinas says. "It really is taking a life of its own."

Complementing the activities at Bagby Park, the Midtown Wave will provide free shuttle service starting at 6 p.m. on Friday and extending through Monday. The NCAA Circulator Route schedule includes two busses on Friday evening through midnight, one bus running from noon through 5 p.m. on Saturday and two busses from 5 p.m. through midnight. On Sunday, one bus will run from 3-9 p.m. while the service concludes with two buses running on Monday evening until midnight.

For additional information on the Midtown Wave complementary shuttle, call 713-863-9283 or download The Wave mobile app.