



**For Immediate Release**

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**SPOKANE LILAC FESTIVAL HOSTS THE 2009 NORTHWEST FESTIVAL HOSTING ASSOCIATION CONFERENCE**

The Spokane Lilac Festival is hosting the 2009 Northwest Festival Hosting Group (NWFHA) at the DoubleTree Hotel January 16-18, 2009. NWFHA was formed in 1981 to promote and improve major Festivals in the Pacific Northwest.

Russ Brown, Conference Chair and 2005 President of the Spokane Lilac Festival Association, expects delegates from Tacoma (Daffodil Festival) Wenatchee (Apple Blossom Festival), Hyack, British Columbia (New Westminster Festival) Portland, Oregon (Rose Festival), Marysville (Strawberry Festival), Olympia (Capital Lakefair), Seattle (Seafair), Astoria, Oregon (The Regatta), Leavenworth (Autumn Leaf Festival), and Issaquah (Salmon Days).

Spokane City council President Joe Shogun will welcome the participants to Spokane, expressing the fine relationship the Spokane Lilac Festival has with the Lilac City. Gina Mauro of the Spokane Convention and Visitors Bureau will deliver the key note speech.

The Spokane Lilac Festival Association is a non-profit 501(c)3 organization whose mission is to honor our military, nurture our youth and promote the Spokane region through ambassador outreach. The Spokane Lilac Festival also hosts the largest Armed Forces Torchlight Parade in the Nation, celebrating over 70 years of tradition. For more information please visit [www.SpokaneLilacFestival.org](http://www.SpokaneLilacFestival.org).

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