



June 18, 2024

**Marketing and
Communications**

P.O. Box 2511
Winston-Salem, NC 27102
CityLink 311 (336.727.8000)
www.cityofws.org

Dear Downtown Resident or Business Owner,

The biennial 2024 International Black Theatre Festival is scheduled for Monday July 29 through Saturday, Aug. 3. The event will bring hundreds of visitors to our vibrant downtown area. Below are details of events that will impact our downtown.

Two parades are planned during the festival, July 30 and Aug. 3. On Tuesday, July 30 the participants for the Marvtastic Mile parade will gather at Embassy Suites, 460 N. Cherry St., beginning at 9:30 a.m. The parade will begin at 10 a.m. in the 400 block of Marshall Street adjacent to Embassy Suites. The participants will travel south on Marshall Street, turning left onto Fourth Street. The parade will turn left onto Trade Street and left onto Fifth Street, concluding at The Benton.

On Saturday, Aug. 3 beginning at 11:30 p.m. the closing parade participants will gather at the entrance of the Marriott Hotel at 425 N. Cherry St. It will proceed north from the entrance of the Marriott Hotel. The parade will end at the Arts, Culture and Entertainment Memorial Walk of Fame at The Benton, just north of the Cherry and Main streets intersection.

A map detailing the parade routes is included below.

The city will sponsor The Old School Block Party at Corpening Plaza Aug. 1 - 3 from 7 to 11 p.m. each night. The event will include food trucks, and live music. No streets will be completely closed, however the far-right lane of Liberty Street between Second and First streets will be closed to accommodate the food trucks from 6 to 11:30 p.m. each night. A free trolley service will run Aug. 1 - 3 from The Benton to Corpening Plaza nightly from 7:30 to 11:30 p.m.

The city will also sponsor Teentastic at the Winston-Salem Fairgrounds Friday, Aug. 2 and 3. Activities will include fashion shows, plays, live DJ, games and food trucks. Detailed information on both events can be found on the city's website: CityofWS.org/OSBP2024.

More information on International Black Theatre Festival activities can be found at NCBlackRep.org. We hope you'll join us in supporting this year's International Black Theatre Festival.

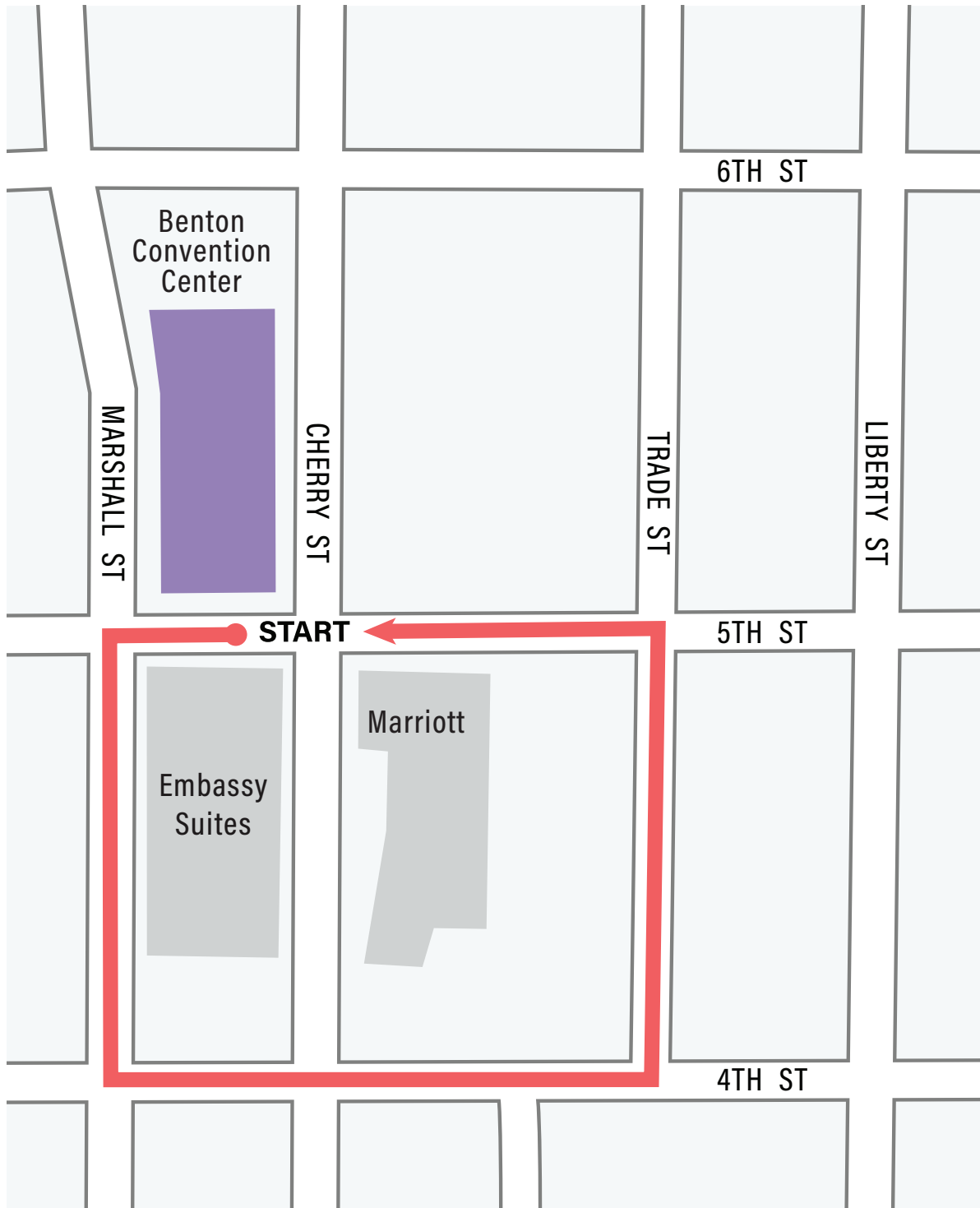
Thank you,

Sue Spainhour
Community Engagement Manager 336-747-7360



City Council: Mayor Allen Joines; Denise D. Adams, Mayor Pro Tempore, North Ward; Barbara Hanes Burke, Northeast Ward; Robert C. Clark, West Ward; John C. Larson, South Ward; Jeff MacIntosh, Northwest Ward; Kevin Mundy, Southwest Ward; Annette Scippio, East Ward; James Taylor, Jr., Southeast Ward; City Manager: W. Patrick Pate

PARADE ROUTE



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