

Press Release

FOR IMMEDIATE RELEASE

Ring in the New Year in Philadelphia at the Mummies Fancy Brigade Finale, The Fanciest New Year's Day Celebration

Two Guaranteed, Reserved Seat, Indoor performances Headline the Festivities

PHILADELPHIA (October 3, 2014) – Philadelphia is home to the fanciest New Year's Day celebration, the Mummies Fancy Brigade Finale at the Pennsylvania Convention Center on Thursday, January 1, 2015. The indoor showcase, presented by the Mummies Fancy Brigade Association, is a highlight of the popular, longstanding Philadelphia Mummies Parade; and the most comfortable and convenient way to enjoy the festivities.

Sometimes described as a cross between a Broadway show and Mardi Gras, the Mummies Fancy Brigade Finale, with its elaborate costumes and massive props, is a 2 1/2 hour, stunning, colorful, high-energy showcase of 11 masterfully choreographed, four-and-a-half-minute routines to high-energy music. More than 2,500 Fancy Brigade performers, divided among 11 Fancy Brigade clubs, with each working for one full year to create the themes, costumes, props and drills that comprise the show and dazzle the audiences.

Visitors have two chances to see the spectacle on New Year's Day; The Mummies Fancy Brigade Association presents a family show at Noon and an identical, second show at 5:00 p.m. Both shows take place in Hall B of the Pennsylvania Convention Center, 12th Arch streets, in Philadelphia. Leading up to the event, MummiesFest, a four-day, family festival from Friday, December 28 - December 31, 2014, provides a sneak peek into the making of the Mummies Fancy Brigade Finale.

Tickets for the Mummies Fancy Brigade Finale at the Pennsylvania Convention Center, 12th and Arch streets in Philadelphia, went on sale October 1, 2014. Reserved, center section tickets for the Noon family show and the 5:00 p.m. judged show are \$25; reserved seats and the two side sections are \$20. Tickets for groups of 15 or more are \$18 and \$23. Groups greater than 45 receive two complimentary tickets. Children ages 3 and younger are admitted free. Food and refreshments are available for purchase at both shows. To order tickets, please visit www.comcastix.com or call 1 800-298-4200. Tickets can also be purchased at the Independent Visitors Center. For information on booking a group tour with the Mummies Fancy Brigades, contact Fred Keller via email at contact@fancybrigade.com.

MummiesFest

From Friday, December 28 through Monday, December 31, 2014, MummiesFest, also at the Pennsylvania Convention Center, is a four day, interactive, family-friendly festival. For just \$4, attendees can make-n-take crafts, try on authentic Mummies costumes for picture taking, and watch the clubs rehearse their drills. Knowledgeable or parade savvy veteran Mummies, all former club captains, lead 30 minute backstage tours of the show props and floats.

MummiesFest hours are: Sunday, December 28, Noon – 6:00 p.m.; Monday, December 29, 5:00 p.m. – 9:00 p.m.; Tuesday, December 30, 5:00 p.m. – 10:00 p.m.; Wednesday, December 31, Noon – 6:00 p.m.. Tickets are available at the door of the Pennsylvania Convention Center, at the Independent Visitors Center and via ComcastTix, for \$4 per person.