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News Release

FOR IMMEDIATE RELEASE

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Big Easy comes to Little Elm on Saturday, March 7 *Second annual festival presented by ER Centers of America*

LITTLE ELM (February 18, 2015) Crawfish, colorful beads, a one-mile fun run, a chip-timed 5K, Krewe camaraderie, traditional food fare, live zydeco music, drinks and a costume contest are all part of the second annual Big Easy in Little Elm sponsored by ER Centers of America.

The festival is in its second year, and officials are holding hopeful expectations that it will become one of the premier highlights of the season for the Dallas-Fort Worth area. Last year's attendance exceeded the anticipated numbers, and resulted in a larger than expected gathering for the evening's events, including the 5K race. A family-friendly event, the Big Easy includes numerous children's events and activities.

Titled "Big Easy in Little Elm Crawfish Boil and Night Run," the event is presented by the ER Centers of America and set for Little Elm Park, 701 W. Eldorado Parkway, on Saturday, March 7 from 6 p.m. to 10 p.m.

Last year's surprisingly large crowd caused the vendor providing the boiled crawfish to sell out early. Regrettably, the 2014 crawfish harvest was diminished due to last year's unseasonably cold weather. Officials are hopeful that this year's milder temperatures will result in a more plentiful supply.

Big Easy in Little Elm includes a healthy mixture of beads, bands, beer and boiled crawfish. The evening will start with the traditional one-mile fun run and 5K along the Town's Johnny Broyles Trails. Organizers will dress-up the running trail in full festival mode. Colorful lights and party elements will be spread along the route to amuse and entertain the runners. The 5K race will be certified and chip-timed, and runners may register at www.getmeregistered.com.

After the run, participants 21 years and older can cool off with their two free beer tickets, and everyone can enjoy some great music and boiled crawfish. Providing the entertainment at the outdoor amphitheater are the Zydeco Stingrays.

Runners and their supporters are highly encouraged to form their Krewes, adopt a theme and outfit themselves in costumes appropriate for their theme. Krewes and individuals are eligible for the costume contest with judges awarding prizes in various categories.

In addition to boiled crawfish, other food offerings will include bread puddings, jambalaya, gumbo, hot dogs, boudain balls and many other favorites. Beer, the perfect complement to the Big Easy cuisine, will be available for purchase.

If last year is any indication, the evening will provide an atmosphere of fun, exercise, food and entertainment reminiscent of New Orleans' largest community gathering.

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ABOUT LITTLE ELM – Little Elm is one of the state's fastest growing communities. Nestled on the shores of Lake Lewisville, the Town was incorporated in 1966, adopting the Council/Manager form of government. The population increased dramatically over the last several years, growing from under 4,000 in 2000 to over 30,000 today. Little Elm's population exceeds the state average in education and income, and is increasingly trending younger and technologically proficient. The Town's footprint is just over 14 square miles and boasts some 66 linear miles of shoreline within its boundaries.