



30. Eurotrash
31. Fab'rik
32. First Market Bank
33. Ginger Thai Taste
34. Godwin-Jones and Price PC
35. Goodwill Second Debut
36. Guitar Works
37. Helping Hands
38. Heidi Story
39. Heroes and Ghosts
40. It's Hip To Be Round
41. Jewelers Services
42. Karina Salon
43. Leo Burke Furniture
44. Lex's of Carytown
45. Look Boutique Salon
46. Martin's
47. Mary Angela's
48. McDonalds
49. Mezzanine
50. Mongrel
51. Moshi Moshi
52. Mrs. Marshall's
53. Murphies
54. Nacho Mama's
55. Need Supply
56. Patient First
57. Parcel Plus
58. Parlor Shoes
59. Philosophie
60. Pink
61. Play 'N Trade
62. Premiere Costumes
63. Richmond Camera
64. River City Cellars
65. Roadrunner
66. Roan
67. Robert L. Flax, PC
68. Ruth and Ollie
69. Salon Vivace
70. Secco Wine Bar
71. Schwarzchild Jewelers
72. Sheppard Street Antiques
73. Softchalk
74. Studio K
75. Suntrust Bank
76. Ten Thousand Villages
77. The Eatery
78. The Phoenix
79. The Yarn Lounge
80. Tobacco Club and Gifts
81. Tuckaway Inc.
82. UPS
83. Water Grill
84. West Coast Kix
85. W. Hirsch Oriental Rugs
86. World of Mirth

Tips for the Day

- 1** Admission is free, but bring cash for a juicy cup of watermelon and other street vendor specials.
- 2** Hydrate! Prepare for the heat by packing plenty of H2O for you and your pets!
- 3** Bring your dog and your pooper-scooper or disposable plastic baggie.
- 4** Wear sunscreen, sunglasses or a hat and check out the mist tents for a refreshing cool down.
- 5** Eliminate parking hassles by arranging to carpool, walk or bike. Look for street parking, parking decks or park at the UR Stadium.
- 6** Wear shoes suitable for walking-and enjoying- the entire mile of style.
- 7** Bring your appetite! In addition to your favorite Carytown restaurants, over twenty different vendors will offer an array of mouth watering global and local cuisine.
- 8** While alcohol is not sold at the festival, drop in any Carytown hotspot for a watermelon inspired cocktail or a cold beer.

2010 Carytown Watermelon Festival

Sunday, August 8, 10am-6pm

- 1** **STAGE 1**
Colonial Street (Carytown Watermelon Festival Main Stage)
10:30 Hotel X
11:45 Unity Sound
1:00 The Velvet Nines
1:45 Lady Raiders Dance Team Competition
2:15 Trongone Band
3:00 Lady Raiders Dance Team Competition
3:30 Lady Raiders Dance Team Competition
4:00 J.O.B.
5:15 Big Pop & The Doo Woops
6:00 END
- 2** **STAGE 2**
Sheppard Street (The Slice stage)
10:15 The Boomers
11:30 Jesi's Edge
12:45 Moruza
2:00 Offering
3:15 R81 (Grove Ave. Praise Band)
4:30 Dirty Blond
6:00 END

- 3** **STAGE 3**
Belmont Ave (The Melon stage)
10:00 The Greater The Risk
11:15 Weebeus
12:30 Lost Souls
1:45 Nocturnal Rush
3:00 Workhorse Blue
4:14 Lisa Lim Band
5:15 At Random
6:00 END
- 4** **STAGE 4**
3018 W. Cary (The Seedless Stage) Solo Acoustic
10:00 Oicture Book
10:30 Pam McCarthy
11:00 Ben Rellick
11:30 Therese Hillsman

- 12:00 Pam McCarthy
12:30 Cary Jackson
1:00 Ricky Allen
1:30 Jon Ramsey
2:00 Michael James
2:30 Kirsten Hazler
3:00 Tabb Justis
3:30 Freddie Williams
4:00 Billy Griffin
4:30 Cary Jackson
5:00 David Whitlow
5:30 Scott Shafer
6:00 END
- 5** **STAGE 5**
Babe's Restaurant Courtyard
10:30 Heroes & Horsethieves
11:45 Wendy Pace Project
1:00 The Atkinsons
2:15 The Neatles

- 3:30 Road Kill Roy
4:45 Tonic Jane
6:00 END
- 6** **STAGE 6**
Auburn at 7-11 (The Juicy Stage)
10:30 The People's Key
11:45 Acoustic Creek
1:00 Chris Branch
2:15 Meade Skelton
3:30 Chip Dandridge
4:00 House Music
4:45 Elizabeth Bissette
6:00 END
- 7** **STAGE 7**
Crenshaw (Spittin' Seeds Stage)
10:15 Shawn Michael Thomas Band
11:30 Whiskey Brothers

- 12:45 Little Ozzy
2:00 Gills & Wings
3:15 Guilty Habit
4:30 Infamous
6:00 END
- 8** **STAGE 8**
Nacho Mama's Stage
10:00 SPACEBOX
11:15 Father of Twelve
12:30 Weeping Molly
1:45 The Stray Dogs from Outer Space
3:00 Robbin Steel Band
4:15 Three Mile Island
5:15 No Reverse
6:00 END

Shrine On: Shriners Hospitals For Children

First: Combine the hippest outdoor shopping area in Richmond with one of the largest kid's areas on the east coast. Second: Sprinkle liberally with 2500 fresh, juicy watermelons donated by Martin's. Mix in 80 musicians and 100 exhibitors. Shake and stir. What do you get?

The recipe for a perfect day.

Emphasizing the fun in fundraising, the Watermelon Festival provides an opportunity to get outdoors, have fun, shop and eat delicious fruit all while raising money for kids. Last year, the proceeds from the Watermelon Festival raised upwards of \$20,000 for The Shriners Hospitals for Children, the only multi-hospital pediatric system in the United States providing healthcare and treatment completely free of charge for children up to 18 years of age.

Along with about sixty other Shriners, Pete Holder, a Shriner since 1997 and the potentate of ACCA Temple on Bellevue Avenue, sums up the day of slicing and serving watermelon as "Shriners having fun, helping kids."

ACCA Temple is currently sponsoring 450 children from the central Virginia area at seven of the Shriners' 22 different hospitals around the country. Specializing in the treatment of burns, orthopedic conditions, spinal chord injuries and cleft palates, Shriners Hospitals are designed with the specific purpose of making children feel at ease. "We build such relationships with the children," says Holder, who has a visit to the Greenville, South Carolina hospital scheduled for late August, after the Watermelon Festival.

Along with the Central Virginia Pork Festival, the Watermelon Festival is one of the biggest fundraisers for the Shriners Hospitals, allowing them to continue serving children free of charge. Come out, eat watermelon, support the festival and feel great about having fun.

1 Carytown Watermelon Festival Main Stage

2 The Slice Stage at Sheppard

3 The Melon Stage

4 The Seedless Stage (Solo Acoustic)

5 Babe's Restaurant Courtyard

6 The Juicy Stage

7 Spittin' Seeds Stage

8 Nacho Mama's Stage

 AAA Kid's Zone
 Carytown Merchant Association Member
 Watermelon Booth
 Restrooms