

PRESS RELEASE

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Rooster Days Returns to Broken Arrow for the 89th Year with a New Look.

The 2020 Rooster Days Festival is returning to Broken Arrow May 7th-10th, with a new fresh look. We are excited to reveal the new brand for Rooster Days. This brand was developed by one of our many talented Chamber Members, Relay Creative Group.

Rooster Days continues to hold the honor of being the longest running festival in Oklahoma. From its inception in 1931 until present day; community, commerce and fun define the event. Our team worked to create a brand that communicated those qualities through the design of the logo and colors. Please find a copy of the new logo attached to the email.

“We are honored to partner with the City of Broken Arrow and our presenting sponsor, TTCU Federal Credit Union, to continue the tradition of this festival that has such a rich history in our community. Going into the 89th year, we couldn’t be more excited to bring with us a fresh new look that we believe matches the heart of what Rooster Days is but reflects the changing of times,” stated President and CEO of the Broken Arrow Chamber and EDC Jennifer Conway.

Applications for 2020 for marketplace vendors, wine vendors, food vendors, entertainment, Miss Rooster Days, and the parade are now available at roosterdays.com. Save the date and make sure to join us out at Central Park, 1500 S Main Street, on May 7th-10th and enjoy carnival rides, food, live entertainment and the ever-expanding marketplace. Rooster Days is the local tradition that you do not want to miss!

For questions or concerns, please contact us at 918-893-2100 or visit roosterdays.com.