

For Immediate Release

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**Sevierville's Bloomin' BBQ & Bluegrass Festival Canceled for 2020 in Midst of Coronavirus Pandemic**

**Festival will return to downtown Sevierville May 14-15, 2021**

Sevierville, Tenn. – The Sevierville Chamber of Commerce has made the difficult decision to cancel this year's Bloomin' BBQ & Bluegrass festival, which was initially scheduled for May 15-16, 2020, due to concerns surrounding the current COVID-19 pandemic.

Organizers are working closely with entertainers, sponsors, vendors, and competitors to move as much of this year's planned event as possible to next year's date: May 14-15, 2021.

"An event this size has a lot of moving parts," says Sevierville Chamber of Commerce CEO Brenda McCroskey. "We had to make a decision sooner rather than later. With so much uncertainty regarding when we will be able to hold large-scale events again, we decided the prudent thing to do was cancel the event for 2020 and move as much of it as possible to next year."

Thus far, that plan has worked and many of the entertainers, including Shenandoah, have agreed to perform next year instead.

"We appreciate the support of our board, sponsors, the City of Sevierville, vendors, entertainers, competitors, eventgoers and everyone who comes together to make this a great event every year," says McCroskey. "We believe that 2021 will be a fantastic year for our community and we look forward to enjoying a great Bloomin' BBQ & Bluegrass festival with everyone."