

First Night Piedmont '94

Welcome to First Night

Once again, on New Year's Eve, the Piedmont will resonate with the many happy voices of its citizens. Hundreds of entertainers, volunteers and thousands of patrons will take to the streets and stages of a wonderful festival known as First Night Piedmont!

This year's theme is "Resolutions for Racial Unity and Peace" and there is a great deal planned for to allow you to make your resolution publicly. Major works of art by local and regional artisans will allow you to actually get inside their works and become part of the art!

Dress up tonight! You can become part of the pageantry by wearing your favorite costume and becoming part of the show. Trips to the Caribbean will be given to the outstanding patrons in costume! So don't put away that innovative Halloween costume yet!

Button up for First Night! Buy a button for someone special and wear it proudly. It's your passport to incredible treasures across the Piedmont! Bring the family out and have a Happy New Year!

Craig W. Ewing
Executive Producer, First Night Piedmont

In the "First" Place...

First Night Buttons

The First Night Button is your passport to ALL of the entertainment and special arts presentations in the First Night Program. Simply purchase a button, and you will be able to attend any presentation in any of the Venues in High Point or Winston-Salem including the National Stage Artists in the Coliseum. This is an incredible value, and also makes a great stocking stuffer for Christmas!

Button Prices

The entire First Night experience is available for the low price of \$6.00. Buttons go on sale across the Triad on November 29. NOTE: Button prices increase to \$8.00 on December 25, so BUY YOUR BUTTON IN ADVANCE! They make great stocking stuffers! They also give your babysitter something wonderful to do with the kids on New Year's Eve!

FREE PEPSI!

Purchase your First Night Button at any Food Fair Store or Southern National Bank in the Triad and receive a 2 liter Pepsi absolutely FREE! Hurry, buttons are going fast, and we anticipate a sellout crowd!

Ticket Master

You may also purchase your button through any Ticket Master Outlet. Your Ticket Master Ticket will be redeemed at the event for a First Night Button. Buttons purchased through Ticket Master include their normal service charge. Charge by phone by calling, Greensboro: (919) 852-1100, Charlotte: (704) 522-6500, Raleigh: (919) 834-4000. Prices are \$6.00 in advance, \$8.00 after midnight December 24.

Button Distribution Outlets

There are more than 90 locations to purchase First Night Buttons, however, supply is limited, and prices increase on Christmas Day so BUY YOUR BUTTONS NOW!

All Southern National Bank Branches (Giving away FREE PEPSI!)

All Food Fair Stores
(Giving away FREE PEPSI)
Winston-Salem Outlets
Belks - Hanes Mall
Cahill & Swain
CCB

GLL & Associates
Jones Bakeries, Inc.
Mid Atlantic Marketing
SciWorks - Hanes Mall
Sears
Southern National Financial Center
STEP ONE, Inc.
All Ticketmaster Outlets
NC License Bureau Parkway Plaza
High Point
Allen Jay Recreation Center
Chick-Fil-A, Inc.
Convention & Visitors Bureau
Crown Printing Co., Inc.
High Point Arts Council
High Point Jaycees Office
High Point Parks & Recreation Dept.
Holiday Inn
Howard Johnson's
Market Square
Morton-Whitley Insurance Agency
Nathaniel S. Morehead Center
NationsBank
Oakview Recreation Center
One For The Books
Roy B. Culler, Senior Citizens Center
Southside Recreation Center
Triad Health Project
Archdale
Archdale Pharmacy
Clemmons
CCB
Village of Clemmons
Kernersville
CCB
Rural Hall
CCB
NC License Bureau
Thomasville
Jennifer M. Boyles Insurance
Jamestown
NationsBank

First Night Program of Events

Pick up a copy of the program at any Button Outlet. Or obtain a copy of the *Winston-Salem Journal*, December 26, Sunday Edition. The *Winston-Salem Journal* is the producer of the Official First Night Program. The Program will also be made available to subscribers of the new *K-12 Magazine*, and a run in brief form in *Triad Style*, *High Point Enterprise* and *Family Magazine*. Don't miss the Official Program in the *Winston-Salem Journal*!

Special Media Sponsors

The Premiere Media Sponsors of First Night Piedmont are *The Winston-Salem Journal*, *WXII*, and *WTQR/WSJS*. The staffs of these wonderful companies work hard all year to bring you the alternative

events. Stay tuned to each for exciting news about First Night Piedmont!

Artist Trade Show

The second annual First Night Trade Show will be presented within the First Night Piedmont activities. Booths are available for artists, sponsors, crafts and more. Remember, more than 30,000 people will be there to enjoy your wares, so call today and reserve a spot. Contact Marinella Holden at (919) 722-0066 TODAY.

Emergencies

Please report all emergencies and lost children to the communications and information center of either complex. Information and Emergency personnel are on duty to assist patrons.

Fireworks & Finales

There will be a tremendous fireworks display at midnight in both high point and Winston-Salem. In High Point, the fireworks display will take place slightly after midnight to accommodate the Grande Finale performance of national recording artist, Oleta Adams, on High Point's National Stage. In Winston-Salem, the fireworks will take place at midnight as the Flying Wallendas perform a highwire skywalk to the top of one of the buildings. These spectacular performances are sure to draw thousands and thousands of families. Come be a part of a true Piedmont Spectacle. Both cities will have fireworks displays which feature the "Changing of the Year." Just being there will be a wonderful experience to share.

Food

There will be food service vendors in abundance outside in Fairground areas adjacent to entertainment venues and outside in High Point. They will include fresh pizza, corn dogs, apple pie, candy apples, hot cider, hot chocolate, coffee, pita steaks, sausages and more! Concession areas will also be open in heated areas of the Coliseum and Annex buildings. ENJOY! (The price of food vendors is not included in the price of the button!)

Food Restrictions

There are no restrictions on access to venues with food with the exception of the Coliseum. No food may be taken into the coliseum complex. Since there are no other general restrictions, we ask you to please take special time to use proper trash receptacles AT ALL TIMES. All staff is volunteer, and we ask that you respect this environmental awareness.

Alcohol

No public consumption of alcohol by patrons, entertainers or staff is permitted. Those disobeying this law will be subject to arrest and escort from the grounds.

Parking

High Point parking is available at the street side and in City owned parking facilities at no charge. Special thanks to the City of High Point! Parking facilities at the Lawrence Joel Memorial Coliseum are available for a \$3.00 fee paid to Winston-Salem City operators. Winston-Salem staff and volunteer parking will be located through Dixie Classic Fairground Gate 9. Special Permits required.

Performance Times

Programs start at scheduled times. Late admission is at the discretion of the management. Coliseum, Annex, Education Building, Bluegrass, Plaza, Mainstage, School Stage and Coffee Houses are Open Venues. All other venues shall be closed during performances. Because programs usually draw a full house, it is advisable to be at the site well in advance of the starting time. NOTE: The seating for the National Stage in the Coliseum is first-come, first-served. Capacity seating is anticipated.

Rest Rooms

Rest rooms are available in the Fairgrounds area in the following locations: the grandstand, near the information booth and in the Education Building. Facilities are also available in the Coliseum, Coliseum Annex and Coffee Houses.

Volunteers

Volunteer to help at the office or as a house manager, usher, celebrity escort, phone work, stage technician, or general staff. Call (919) 722-9002 to sign up. Note: We begin production of First Night '95 on January 1, 1994. Contact us for volunteer work for next year, too!

Weather

All scheduled First Night programming will take place regardless of weather conditions.

Special Hotel Packages

There are special rates and First Night Piedmont packages available at the following hotels. Some include reserve seating and passes to First Night! Call today to make your plans.

Winston-Salem
Adams Mark Hotels; The Official Hotel of First Night Piedmont
The Marquee of Winston-Salem

High Point
Holiday Inn, Market Square, Official Sponsor of the High Point Entertainment Center.

Free First Night Buttons!

During the month of December, several arts and civic activities are able to be chosen as "Official First Night Events." The producers of those events will be offered First Night Buttons to GIVE AWAY FREE at their events. If you have an event planned, such as The Nutcracker, Church Cantata, etc. and wish to promote the event in this manner, contact the First Night Office Today at 722-9002. We'll help you advertise!

Official First Night Events

North Carolina Shakespeare Festival
Production of "A Christmas Carol,"
Opening Night December 3, 1993
Free First Night Button to first 200 attending.

High Point Jaycees Blood Drive
December 9, 1993
Free First Night Button to each donor

Wake Forest Basketball Games
December 19, 1993
December 30, 1993
Free First Night Button to first 1000 attending