



For Immediate Release

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“What You See is What You Pay!”
Texas Renaissance Festival Announces New Pricing For 2020 Season
First of Its Kind Ticketing Model Yields No Surprises at Checkout

Todd Mission, TX (April 28, 2020) – For the first time in the Texas Renaissance Festival’s 46-year history, the festival will offer “What you see is what you pay” pricing for 2020 online ticket sales. This new pricing means that festival patrons can expect no surprises (no fees or taxes added on) at checkout. “We are looking forward to a wonderful 46th season at The Texas Renaissance Festival, and we are proud to kick off our pre-season ticket sales with our discount season pass event followed by the Sale of the Century in July that feature up front and transparent pricing,” said Texas Renaissance Festival General Manager Joe Bailey.

Discount 2020 Season Passes – On Sale May 1 – 31, 2020

Season passes are a convenient and economical way for patrons of the Festival to enjoy each of the nine themed weekends of the 2020 season. The tradition of offering discounted season passes in the spring will continue with a few changes for this year.

2020 Discount Season passes will be on sale online from May 1 – 31, 2020 only. During this special discount window, the TRF Festival season pass will be \$259, a 20% discount from the regular price of \$323. Camping can also be added at a 16% discount for \$150 (regular price \$180). Regular priced Season Passes will be available starting June 1.

Sale of the Century – July 18, 2020

Due to the current climate surrounding COVID-19 and following the recently announced stages of re-opening of public areas in the state of Texas as recommended by Texas Governor Greg Abbott, the Texas Renaissance Festival management has decided to delay the popular Sale of the Century that will now take place on July 18 starting at 8 a.m.

A limited number of General Admission tickets (100,000) will go on sale online and will be available until quantities run out. The price for this year’s Sale of the Century is \$18 per ticket with no additional fees or taxes for adult General Admission. “We are offering the lowest price on Adult General Admission tickets for the season through the Sale of the Century,” said Bailey. “We increased the volume this year so more of our patrons can take advantage of these savings and enjoy the festival this fall,” he added.

In addition to General Admission tickets, Camping admission will be offered for \$20 (regularly \$35), Preferred Parking for \$10 (regularly \$20) and Valet Parking for \$20 (regularly \$40).

For more information and to purchase your TRF Season Pass or Sale of the Century tickets, visit <http://www.texrenfest.com/tickets-season-passes>.

This year the Texas Renaissance Festival will continue its annual tradition of donating a portion of the proceeds from the Sale of the Century event to the Society of Samaritans of Magnolia, Texas.

About the Texas Renaissance Festival

The Texas Renaissance Festival is the nation's largest Renaissance event. Each year over 450,000 patrons enter through the gates of the festival into a 16th Century European Village where performers immerse you in the enchantment of the village that feature 21 stages of music and stage acts, 400 shoppes, artisans, and a world tour for the taste buds that of course include turkey legs! The Texas Renaissance Festival is located one hour north of Houston. 2020 TRF season dates are Saturdays and Sundays, October 3 – November 29. More information can be found at www.texrenfest.com.

About Society of Samaritans

Society of Samaritans provides food, clothing, and emergency financial assistance to residents of the greater Magnolia area. In addition, they have been a resource center for local disaster relief, and partners with Workforce Solutions and Magnolia Rotary Club to offer monthly training, resources, and mentor support for those seeking jobs. For more information visit www.societyofsamaritanstx.org.