

## For Immediate Release

Contact: Exec. Director and Co-founder Jaye Lene Long

Email: [jayelene@HopeFestAZ.com](mailto:jayelene@HopeFestAZ.com)

## Media Release PSA

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Phone: 928-641-HOPE (4673)

Website: [HopeFestAZ.com](http://HopeFestAZ.com)

## 12th Annual HOPE FEST Arizona – Northern Arizona's Premier Community Gathering Event!

### Brief overview:

Saturday, September 14, 2024  
Yavapai County Courthouse Plaza  
Prescott, Arizona

- **Event hours** - 10AM to 10PM
- **Car & Motorcycle Show** - 10AM to 2PM
- **HOPE Serves Family Resource Fair** - 10AM to 4PM
- **Opening Ceremony** – 11:30AM
- **Fostering Hope Award** – 6:30PM
- **Featured Headline Music Artist** – 8:30PM

**NOTE:** Hope Fest Arizona is **3 distinct words**.

### This Year's Event Features:

**Northern Arizona's Premier Community Gathering** welcomes families for a day filled with FREE fun activities, live music, a Car & Bike Show, and a TON of resources at the HOPE Serves Family Resource Fair. This all takes place on the beautiful park setting of the Yavapai County Courthouse Plaza.

This unique event brings together **local businesses, community members, churches and area service organizations** to make a difference in the lives of our neighbors by connecting them to the resources they need to address the challenges they face every day.

The services we aim to offer at the HOPE Serves Family Resource Fair include **Education, Housing, Recovery, Domestic Violence, Mental, Social, and Health care, Veteran and First Responder Family Services, Youth Advocacy, PTSD & Suicide Prevention, Adoption, Foster and Elder Care, Employment and Volunteer Opportunities**, and many more change-driven connections!

There are Many Ways to **Get Involved!**

- Sponsor or Donate to **keep Hope Fest AZ free for all.**
- Register as a Service Vendor. **DEADLINE is AUGUST 23.**
- Enter Car & Bike Show. **DEADLINE is SEPT 13.**
- Volunteer. There are **many areas of service.**

For the latest Announcements, Updates & News, remember to visit [HopeFestAZ.com](http://HopeFestAZ.com).

Together, we are empowered to make a difference – **Change IS Possible!**

## ARTISTS 2024

- **HEADLINE ARTIST:** PETER FURLER and founding members of the Grammy Award-winning band **Newsboys** are coming to Prescott for Hope Fest Arizona.

The writer behind **27 #1 radio singles** will be singing from one of the most inspirational albums of his career, Sun and Shield. Furler combines an ambitious collection of new songs with a more muscular, band-driven sound that harkens back to the glory days of "[I Am Free](#)" "[He Reigns](#)," "[Shine](#)," "[Breakfast](#)," "[Stay Strong](#)," "[Million Pieces](#)" and more!

- **OPENING FOR PETER FURLER:** Former guitarist of the band Newsboys Bryan Olesen led the formation of **VOTA**. NBC says, "Bryan Olesen's Shockingly Powerful Voice Gets Instant Chair Turns," on The Voice. Bryan is the **Top 3 Finalist of 2024 on NBC's The Voice** and founding member of the Christian rock band, VOTA.
- **RONNIE JAMES** - Pastor Ronnie James was born in Hollywood, California and was raised in the Culver City area of Los Angeles. After living the rock 'n' roll lifestyle for over 25 years of his adult life, Jesus got ahold of his heart and transformed him. He attended Bible College from 2005 to 2010 and now serves as the Lead Pastor of The Flock Church. Pastor Ronnie has a heart for the lost and hurting and has committed his life to reaching this generation for Jesus. Ronnie and his wife Lisa have been together for 35 years. They have two sons, and they currently reside in Prescott, Arizona.
- **ANTHONY SANTANA** is a speaker, musical artist, and worship leader from NJ. This former drug addict and convicted felon raised in a highly dysfunctional home, radiates the goodness, the power, and redemption. Audiences love his raw honesty, unique creativity and distinct perspectives gleaned from the hard "battlefield" of life.  
  
Anthony Santana and Brian Head Welch of Korn do Prison Outreach through RYS Ministries, sharing their testimonies and music.
- **JAMI SMITH** For more than 20 years, Jami Smith has traveled the world sharing her voice and soul. Using music as a tool, she helps people connect with a power greater than themselves. Many of Jami's songs are regularly sung in churches and played on Christian radio. Now a worship leader in Oklahoma City, Jami brings her message of HOPE to Arizona.
- **ABBY WALKER** is an Arizona-based acoustic pop and Christian songwriter and performer. Her solo career has taken her across the U.S. and Mexico to music festivals, venue shows, hotel and art gallery gigs, and private events.

After placing third in Alice Cooper's Proof is in the Pudding Competition one of the most well-known music competitions in the U.S. for Musicians. Abby placed with the tongue-in-cheek song "Arizona Christmas" (available to stream everywhere), she expanded from solo shows to larger venues with a three-piece group including bassist Tristan Lauzon and drummer Omar Acevedo. The trio travels all over the west coast opening for artists like Cade Thompson, Frankie J, Joseph O'Brien, Disciple, Stars Go Dim, 7eventh Time Down, Brooke Robertson, and We Are Vessel.

When not onstage herself, Abby hosts local events such as songwriters' rounds, showcases, and open mics. She also writes personalized songs for clients, leads worship at churches and retreats around Arizona and on mission trips in Mexico, runs a local booking agency, and spends her free time in the studio.

## SPEAKERS 2024

**BRENDAN MCDONOUGH** – Survivor, Hero to many, family man and co-owner of Holdfast Recovery. (we do not have an official bio from Brendan at this time)

- More **Artists and Speakers** – will be announced soon.

## THEME 2024

- This Year's HOPE FEST AZ theme is "**Love First!**" Love **IS** the only thing that can change the unchangeable. Love heals, uplifts, strengthens, energizes, refreshes, and renews. Love is the most powerful force in the universe, especially when we choose to **Love First**.

Accept the challenge to let Love Be Our Highest Goal!

For the 12TH Year, let's Celebrate by *Serving our Neighbors in Love!*

## Our Story

**PRESCOTT, AZ:** HOPE FEST AZ was founded in 2011 as a community service outreach of Celebrate Recovery that sought to take CR to the streets and to the people that may never enter a church. The intent was to share true freedom **IS** possible from all hurts, habits, and hang-ups. The event has grown

to encompass all the great resources, connections, and services of our area -- faith and secular too. *Everyone is welcome!*

What began as a small summer concert on the Plaza in 2012 has become "**a thriving gathering event, inviting people of all walks of life and circumstances to attend,**" mentioned Co-founder and Exec. Director Jaye Lene Long. "**Every Year, the Resource Fair powerfully impacts lives by purposely fostering collaborative relationships with a broad spectrum of community service providers, civic, government, faith, and business partners. Our objective is to unite, mobilize and serve through love by connecting solutions to the immediate needs of our friends and neighbors of the Greater Prescott area.**"

Jaye Lene shares, **"The event has grown deeper in its focus and commitment to providing valuable, relevant services for guests. We've all witnessed the modern world become faster, busier and full of massive change, enormous choices and complex family issues that can be difficult for children, their parents and family members to navigate."**

- **LAST YEAR**, well over 3,000 families were served in the HOPE Serves Family Resource Fair while more than 8K+ guests attended Hope Fest.
- **Generous Hearts Make HOPE FEST Possible:** funding and trade-in-kind relationships with service provider organizations, resulting in **over 350+ community partners and 120+ volunteers.**
- **Economic Impact: 2023 saw a significant 78% increase** over 2022 or approx. \$5.8 Million of economic impact to the city of Prescott and Yavapai County.

*"The stronger and healthier our communities, the better our children thrive. While our desire is for everyone to have a fun time at HOPE FEST, our biggest 'hope' is for families to get the vital resources they need to address the challenges they face every day",* says Jaye Lene

*"HOPE FEST Arizona is Northern Arizona's largest Veteran service outreach."* Tim Howe - Northern Arizona VA Health Services

*"I was there, and I went last year too with our two grown sons who used to struggle with heroin and meth. They are now clean, and for that, I am grateful. We found help at Hope Fest...amen. Keep up the good work HOPE FEST. We love you, and the music."* - Terry Barnes

*"Thank you for honoring our men and women and their families!"* - Amy Knight – Prescott Police Department

The event's anticipated annual **Fostering Hope Award** includes a surprise on-stage reveal and award presentation to a local charity. The winner is recognized for **"its measurable contribution to our community and exhibiting outstanding commitment to affirming and supporting opportunities to change lives,"** Long said. **"The emphasis is on persevering to 'Be Part of the Solution,' which ties right into this Year's theme LOVE FIRST!"** Nominations are now being accepted [click here.](#)

**Guests are encouraged to bring:** canned food donations, new cold-weather gear, coats, socks, sleeping bags, and other winter provisions. The event occurs on the cusp of colder weather, and we want everyone to be 'Warm for Winter.'

This year's Title Sponsor is **Teen Challenge of Arizona**. Presenting Sponsors are **Lamb Chevrolet** for the 12<sup>th</sup> Year and **Yavapai Bottle Gas** -- joined by other founding supporters, including **Arizona Hope Radio**. Sponsors for 2024 also include Goettl's High Desert Mechanical, **Advance Coatings, ABC CARSTAR, Great Circle Media,** and **Magic 99.1FM,** and many more generous community contributors from across the Greater Prescott Area.

The **FREE public event**, HOPE FEST Arizona, is Prescott's homegrown, grassroots endeavor. HOPE FEST Arizona is a 501(c)3 **nonprofit organization managed by a 100% all-volunteer staff that is financed entirely through donors, corporate sponsors, and trade relationships** – working together to impact the

lives of our neighbors! This means 100% of every \$ donated goes directly to services, the Fostering Hope Award, and bringing a prominent music artist to Prescott.

It takes a lot of funding to create this FREE public event. Sponsors, Donors, and Volunteers are always welcome.

To learn more or to get involved, please visit: [www.HopeFestAZ.com](http://www.HopeFestAZ.com) or call 928-641-HOPE (4673) or email [info@HopeFestAZ.com](mailto:info@HopeFestAZ.com)

Please LIKE and SHARE us on [Facebook](#), [Instagram](#) and [Twitter](#). Thank you!

###

# SAVE THE DATE! SEPTEMBER 14TH

Northern Arizona's Premier Community Gathering



Presented by **YAVAPAI BOTTLE GAS**



**GOETTL'S**  
High Desert Mechanical, Inc.



## Love FIRST HOW TO GET INVOLVED

- Sign up to Volunteer.
- **Serve Our Community: Businesses & Service Organizations can Host a Vendor Booth.**
- **Car & Bike Show: Enter Your Vehicle.**
- **Share HOPE FEST AZ to Your Friends.**
- **Donate a Raffle Prize.**
- **Sponsors & Donors make this FREE event possible!**

FREE to Community Event  
Serving Our Neighbors for the 12th Year!  
Yavapai County Courthouse Plaza

## THIS YEAR'S EVENT FEATURES:

- Opening Ceremony at 11:30 A.M.
- Live Music and Speakers.
- **HOPE SERVES** Family Resource Fair.
- Car & Motorcycle Show.
- Fostering Hope Award.
- **FREE** Family Fun Zone.
- Much More!



[HopeFestAZ.com](http://HopeFestAZ.com) | 928-641-HOPE (4673)



Serving Our Veterans, Active Military, First Responders, the Vulnerable of Yavapai County, and their Families.



September 14th  
10 AM - 4 PM  
Yavapai County  
Courthouse Plaza

# SERVICE PROVIDERS WANTED!



- Adoption & Foster Care Support
- Drug Abuse Prevention & Recovery Resources
- Veteran & First Responder Resources
- Education Information
- Youth Activities & Groups
- Elder Care & Senior Citizen Support
- Family Support Info & Services
- Health Checks & Resources
- Housing, Job & Legal Assistance
- Mental Health Resources
- Special Needs Connections
- Volunteer Opportunities
- Fun Zone Activities for Families
- Dance & Drama Groups



## NEEDED: Donations and Drop-off Locations

Coats, Gloves, Sweatshirts, PJ's, Underwear, Shoes & Socks, Blankets, Tents, Sleeping Bags, Tarps, Batteries, Diapers / Wipes, etc.

Scan to see full list.



For the 12th year businesses, organizations, churches, and groups will impact families of the Greater Prescott Area by providing services, resources, connections and education.

*Contact us with your ideas, suggestions, or questions.*

# HopeFestAZ.com | 928-641-HOPE (4673)



Serving Our Veterans, Active Military, First Responders, the Vulnerable of Yavapai County, and their Families.



HOPE FEST AZ PRESENTS  
CO-FOUNDER AND FORMER LEAD SINGER OF  
**NEWSBOYS**

# PETER FURLER



WITH  
SPECIAL  
GUESTS

# VOTA



FEATURING BRYAN OLESEN  
FROM THE VOICE

ALSO PERFORMING: RONNIE JAMES | ANTHONY SANTANA | JAMI SMITH | ABBY WALKER

## SATURDAY, SEPT 14TH

YAVAPAI COUNTY COURTHOUSE PLAZA



► [HopeFestAZ.com](http://HopeFestAZ.com) ◀





## HOPE FEST Arizona 2023 – Accomplishments

Dedicated to serve: The Veterans, Active Military, First Responders, and the vulnerable of Yavapai County.

- **Attendance:** a healthy increase of approx. 34% over 2022
- **Economic Impact:** 2023 saw a significant 78% increase over 2022 or approx. \$5.8M
- **Families Served:** approx. 3,000. **Volunteers:** over 120
- **Sponsors, Donors, Service Vendors, Artists and Contributors:** approx. 350

Adoption & Foster Care Resources – over 650	Legal Assistance – over 400
Bottled Water – 20 pallets	Meals Served - over 825
Counseling Resources and Info – over 780	Medicare Info – over 3500
Drug Abuse Prevention – over 2500	Missions Info – over 1500
Education Connections – over 2200	Mental Health Resources - over 2800
Elder Care – over 1100	Native American Outreach - 575
Face Painting – over 420	Operation Deep Freeze Info - 200
Faith Connections – over 3500	Personal Safety – over 2800
Family Care & Assistance – over 2600	Prayer – over 3500
Family Fun Zone – over 1000 kids	Pregnancy Info - 375
Family Health Information – over 3900	Prison Re-entry Programs - 300
Family Violence & Bullying Resources – 1800	Recovery Connections – over 575
Food Growing Info - 600	Rescue / Homeless Services – over 600
Gift of Warmth – clothing collection – 2300 pieces	Service for Children with Special Needs – over 725
Hair Cuts – over 350	Services to Veterans and their families – over 2500
Hand-knitted hats, scarves, gloves – 300 each	Sleeping Bags (new) - 35
Hand-made quilts - 200	SR Citizen Information & Support – over 745
Home Safety – over 1250	Suicide Prevention Resources – over 550
Housing Resources – over 800	Transportation Info – over 525
Hospice Services – over 1200	Veterans and Active Military – Resources and PTSD info - 925
Hygiene Bags – over 1500	Youth Resources – over 625
Immediate services - housing, food, clothing, utilities, gas, medical – over 420	VA of Northern Arizona with 8 departments to serve Veterans ...and many more helpful services, connections and resources were provided.
Immunizations – over 620	
Job Search Assistance – over 1250	



**2023 PARTICIPANTS**

**ARTIST ROW**

- Welcome Booth
- Arizona Rangers
- Arizona Hope Radio
- BUILDING 429
- Desmond Doss Foundation
- Honor and Remember
- KFLR Radio
- Live Worship Painters
- Raffles
- The Flock Church
- The Scally Brothers
- T-Shirt
- U.S. Vets

**FAMILY FUN ZONE**

- Family Fun Welcome Booth
- American Lutheran Church
- Crafts
- Face Painting
- Itty Bitty Ponies
- Kid's Performance
- Team USA Martial Arts

**CAR & MOTORCYCLE SHOW**

- 5 Star Cars
- Black Sheep Harley Davidson for Christ
- Blue Collar Customs
- Gripstone Climbing
- Kingdom Culture Church
- Christian Fellowship
- La Pina Sabrosa
- Legends Harley Davidso

- Mile High Offroad
- Prescott ATV Rentals
- Summit 4 X 4
- Tribes Of Judah
- Whiskey Row Harley Davidson Shop
- Wild West Concessions

**COMMUNITY SERVICE PROVIDERS**

- Volunteer Check-In
- Be Smart for Kids
- Child Evangelism Fellowship
- Christian Business Fellowship Club
- Cricket Wireless
- First Things First
- K-Love Radio
- Mom's In Prayer International
- NACOG
- Revelation Ministries
- Renewal By Anderson
- Southwest Human Development
- State Farm Insurance
- Yavapai County Food Bank
- Yavapai County Republican Services

**VETERAN, MILITARY & 1ST RESPONDER SERVICES**

- Hair Cuts
- American Red Cross
- Catholic Charities Veteran Services

- Desert Veterans For Veterans Sake Foundation
- Gold Star Moms
- Granite Mountain Highlanders
- Horses With Heart, Inc.
- Lower 22 Foundation
- Nazarene Church & Bicycle Repair
- Northern Arizona VA
- Scottish American Military Society Post 1314
- Soldier's Best Friend
- United States Army Recruiting Station
- Veterans Coalition of Central Arizona
- Veterans First Ltd
- Wreaths Across America
- Grand Canyon University
- Great Commission Reformed Church
- Hillside Community Church of God
- Hope Dealer Threadz
- Hope, Inc.
- House Of Hope
- Hurting Moms Mending Hearts
- Jesse Barron' & Assoc. Insurance
- MATFORCE
- Northland Cares
- Oxford House
- Prayer Tent
- Phoenix Rescue Mission
- Polara Health
- Prescott Area Shelter Services
- Prescott Celebrate Recovery
- Prescott Police Dept. - Victim Service Unit
- Republican Women of Prescott For Families
- Sacred Heart Church
- SOM International
- Stepping Stone Agencies
- Teen Challenge of Arizona
- United Health Care
- Verde Valley Sanctuary
- Village of Hope
- Yavapai CASA For Kids
- Yavapai College
- Yavapai Family Advocacy Center
- Yavapai Territorial Gospel Rescue Mission

**FAMILY SUPPORT**

- Security
- Agape House of Prescott
- American Foundation for Suicide Prevention
- Arizona Sunshine
- BCBSAZ Health Choice
- Bikers Against Child Abuse
- Calvary Prescott Prime
- Time Ministry
- Charlie Health
- Community Health Center of Yavapai
- Community Medical Services
- Fire Safety Essentials
- Gideons International
- Good Samaritan Society-Hospice, Home Health and Marley House



Teen Challenge  
**HOPE FEST** AZ  
HIS GRACE IS ENOUGH FOR YOU

**Main Stage Schedule**

**SCHEDULE OF EVENTS:**

10AM-9PM	Event hours
10AM-2PM	Car & Motorcycle Show
10AM-4PM	HOPE Serves Family Resource Fair
Noon	Opening Ceremony
1PM	Sky Daddy & The Soggy Bottom Band
3PM	The Flock Band
5PM	The Scally Brothers
7PM	Evening Ceremony
7:30PM	The Fostering Hope Award
7:45PM	The Desmond Doss Foundation
8PM	BUILDING 429
All Day	Live Worship Painters

**Sponsors**





# Car & Motorcycle Show

# EVENT MAP

