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FOR IMMEDIATE RELEASE:

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**'à la carte' PR selected by The Carolina Renaissance Festival**

Charlotte, NC—(Oct. 5, 2003)—'à la carte' PR has been selected by The Carolina Renaissance Festival to assist with media relations and publicity for the Faire's 10<sup>th</sup> anniversary season. The annual event is currently underway for seven consecutive weekends through November 16. The European style fair is a combination of outdoor theater, arts and crafts, circus, and a variety of medieval tournaments and shows. The event is held on a 245-acre site at the junction of NC 73 and Poplar Tent Road, between Huntersville and Concord and is one of the largest of the Renaissance fairs nationwide.

'à la carte' PR, based in Charlotte, NC, offers media relations, public relations and web services to businesses, individuals and organizations seeking to increase their visibility and enhance their relationships with the media and the public. For more information: [www.alacartepr.com](http://www.alacartepr.com)

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