



## **PRESS RELEASE**

**FOR IMMEDIATE RELEASE**

August 1, 2013

### **Christian Festival Association Names Executive Director**

**Williamsburg, Virginia** – Christian music industry veteran Bob Thompson has been named Executive Director of the Christian Festival Association (CFA) effective August 1, according to CFA president Kevin Newton. Thompson will lead the festival association's organizational and advocacy efforts. He will report directly to the CFA Executive Board. The Association will have its official headquarters in Williamsburg, Virginia.

"We are absolutely delighted to welcome Bob Thompson back to the CFA in this new role," said Newton, who also serves as festival director for two annual CFA events in Michigan. "Bob is an accomplished leader who has unparalleled experience in both business and ministry operations. Having been a festival director himself, Bob is thoroughly familiar with the skills and resources necessary to run an effective Christian music festival."

The Christian Festival Association is comprised of twenty-four of the nation's largest Christian music festivals united by a common goal: to see their individual organizations grow both spiritually and fiscally, so that more lives can be changed for glory of God. The organization, which was formed in 2006, has as its vision to provide and facilitate an open communications environment that links Christian festival organizers together for encouragement, shared information and resources, so that the Gospel of Jesus Christ may be advanced and glory brought to God. Thompson is the group's first full-time executive director.

Thompson retired from Sprint in 2001 as president of the company's consumer long distance division, and began what he calls his "second career" in the Christian music industry. He and his wife Nancy founded Micah Music Ministries in 2001, a small company dedicated to using the arts to translate the gospel to young people in a way that is relevant to them. Throughout the decade, Thompson was a co-owner and festival director of AtlantaFest, a long-running Christian music festival held annually at Stone Mountain Park.

Thompson was excited by the prospect of his new role with the CFA. "Each year, over twenty million fans of Christian music attend live events in venues ranging from small church gatherings to huge arena-based shows" Thompson said. "Each summer, well over a million of those fans attend multi-day events, known as Christian music festivals, from coast

to coast. Our collective goal is to influence a new generation to rise up in their faith.”

Association vice president Julie Klinger (of LifeLight Festivals in South Dakota, Texas and Missouri) added her thoughts regarding the CFA. “I am so grateful for the open and honest dialogue that takes place at our meetings,” she said. “We (CFA member festivals) are bound together by a common goal - to change lives for the kingdom of Jesus Christ - and we are united by His call. Our member festivals operate independently but we have learned that we can multiply our Kingdom impact by working together.”

The festivals comprising the CFA include events from coast-to-coast and border-to-border. The member festivals include:

- AgapeFest – Illinois
- Alive Festival - Ohio
- AtlantaFest - Georgia
- Big Ticket Festival - Michigan
- Creation Festivals – Pennsylvania and Washington
- Fandana – Indiana
- Hills Alive – South Dakota
- Ichthus Festival – Kentucky
- Kingdom Bound – New York
- LifeLight Festivals – Missouri, South Dakota and Texas
- Lifest – Wisconsin
- Premier Festivals – Ohio and Virginia
- Rock The Coast – Michigan
- Rock The Desert – Texas
- Sonshine Festival – Minnesota
- SoulFest – New Hampshire
- Sprit West Coast – California
- Unity Christian Music Festival – Michigan
- Uprise Festival - Pennsylvania

“I am looking forward to helping the Association continue to capitalize on its incredible opportunity to make a positive impact on young lives in America,” said Thompson. “But we also know that to whom much has been given, much is expected.”

The 2013 season of Christian music festivals began in April and continues to take place in every region of the United States through September. The Association's website is [www.christianfestivals.org](http://www.christianfestivals.org).

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