



## **The Texas Renaissance Festival Finds Their Knights**

**June 29, 2021 (Todd Mission, TX)** – The Texas Renaissance Festival (TRF) is pleased to announce the appointment of two managerial positions for the 2021 season.

Jeffrey L. Baldwin will be taking the helm as General Manager of the festival. Previously, Jeffrey served as the Performance Director and lead graphic artist. Jeffrey has a vast knowledge of TRF, working there for 25 years.

“I feel like the General Manager position is a natural fit for me”, said Baldwin. “I think I have actually spent more of my life on the festival grounds than anywhere else and can’t wait to lead us to more success.”

Taking over as the Chief Marketing Officer will be Cory Brock, which will be his second stint with the festival. Brock previously worked with TRF from 2012-2015 as the Director of Marketing and should have no problem picking up where he left off. Brock has close to fifteen years of marketing leadership experience in various industries.

When reached for comment, Brock said, “I’m so happy to be back and help lead the Texas Renaissance Festival into the future. This place truly is magical and everyday we make our decisions on what our visitors want.”

### **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. 2021 TRF season dates are Saturdays and Sundays, October 9 – November 28. More information can be found at [www.texrenfest.com](http://www.texrenfest.com).