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FOR IMMEDIATE RELEASE

Texas Renaissance Festival welcomes 50k attendees to opening weekend of 50th anniversary jubilee

Nation's largest Renaissance fair kicks off 8-weekend celebration in grand fashion; fairy-themed 1001 Dreams weekend (Oct. 19-20) features renowned fantasy artist Real Musgrave

TODD MISSION, Texas (Oct. 15, 2024) – The **Texas Renaissance Festival (TRF)** opened its 50th anniversary season in grand fashion, welcoming more than 50,000 attendees Oct. 12-13 under sunny Saturday and Sunday skies.

This upcoming weekend's theme is **1001 Dreams**, known to attract the kingdom's finest fairies, elves and other fanciful creatures. **Coca-Cola** will give away 1,000 streamers to the first 500 kids who arrive after gates open at 9 a.m. on Oct. 19 and 20. TRF organizers announced this week that 1001 Dreams is a popular weekend for fairy tale weddings, with its 16th-century-style onsite wedding venue completely booked with couples saying "I doth".

"We welcomed 50,000 patrons during our 50th anniversary opening weekend," TRF marketing director **Miranda Ramirez** said. "That's a pretty special milestone for the festival and an auspicious way to kick off our 50th year here in the kingdom. It's a great thing when all of our work over the offseason comes to fruition and we can finally enjoy the festival with our patrons."

The 1001 Dreams weekend will feature renowned RenFest artist **Real Musgrave**, who will sign memorabilia inside **The DragonSlayer** gift shop each day from 10 a.m. to 12 p.m. and 2 to 4 p.m. Musgrave has long been a member of the TRF family, creating some of the festival's most iconic posters. The Flower Mound, Texas, native's collaboration with TRF dates back to 1979. His beautifully detailed poster art has enchanted guests for generations, evoking the romance and magic of the festival like no other. A master of high fantasy artwork, Musgrave is also known for creating the popular "**Pocket Dragons**" characters that have made cameo appearances in much of his TRF artwork.

This year's remaining themed weekends at the Texas Renaissance Festival include:

- 1001 Dreams (Oct. 19-20)
- All Hallows Eve (Oct. 26-27)
- Pirate Adventure (Nov. 2-3)
- Heroes & Villains (Nov. 9-10)
- Barbarian Invasion (Nov. 16-17)
- Highland Fling (Nov. 23-24)
- Celtic Christmas (Nov. 29-Dec. 1)

Tickets and additional information are available at texrenfest.com.

ABOUT TEXAS RENAISSANCE FESTIVAL

The Texas Renaissance Festival (TRF) is the nation's largest and most acclaimed Renaissance-themed event. Established in 1974, the event attracts more than half a million visitors annually to its 70-acre recreation of a 16th-century European village located one hour north of Houston. With 21 stages and 400-plus onsite shops, the festival is a celebration of food, fun, and artisan markets ensconced in immersive Renaissance-era magic. The 50th anniversary season takes place over eight themed weekends from Oct. 12 through Dec. 1, 2024, including Thanksgiving Friday. For more information, visit texrenfest.com.

Media Contacts

Craig Hlavaty, Scurfield Group: craig@scurfieldgroup.com, (281) 221-9401

Colin Spaulding, Scurfield Group: colin@scurfieldgroup.com, (832) 797-1430

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