



## PARKS AND RECREATION

### PRESS RELEASE

#### FOR IMMEDIATE RELEASE

#### 2021 Daddy Daughter Dance Week Song of the Day Contests

ATHENS, TENNESSEE – February 5, 2021 – The City of Athens Parks and Recreation Department announces Daddy Daughter Dance week virtual contests. Beginning Monday, February 8<sup>th</sup> at noon, through Saturday, February 13<sup>th</sup>, the department will be offering Song of the Day photo contests. These contests are designed to give daddy and daughters fun activities, with a chance to win daily prizes and one grand prize.

The City of Athens, TN Facebook page will play host to the contests that will feature a different song each day that is traditionally played at the Daddy Daughter Dance. Each song will have a central theme that will instruct participants to post a photo of the daddy and daughter sharing a fun time together. Every photo should be shared under the #AthensTNDDD hashtag and include which daily contest is being entered. Although contests will be posted daily, you may post a picture for any of the contests at any time until 12:00 am Monday, February 15<sup>th</sup>. Each time dads and daughters enter a contest, they receive an entry into the daily prize drawing and in the grand prize drawing. The grand prize includes 4 tickets to the 2022 Daddy Daughter Dance, Lady Vols merchandise, Eureka Trail and Athens Parks merchandise, and a \$25 gift certificate to the Sock Shop. Daily prizes will be announced during the daily contest posting.

As an example, if the song of the day is posted as the YMCA, the contest may ask for a photo of a daddy and daughter doing a Y M C or A together. The photo will then be tagged with #AthensTNDDD and posted on Facebook.

Prize winners will be announced and contacted on Wednesday, February 17<sup>th</sup>. These activities are designed in lieu of the dance, to encourage dads and daughters to enjoy fun family time during what has been Daddy Daughter Dance week for the past 35 years in the Friendly City. The dance, including the collectable dance pins, is scheduled to return in 2022.

The City of Athens is a full-service municipality nestled in the foothills of the Great Smoky Mountains and has garnered a reputation as the "Friendly City."

For more information, please contact the Office of Parks & Recreation at (423) 744-2700.

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