



February 27, 2017

**For immediate release:  
PRESS RELEASE**

**Butterfield Stage Day Event Cancellation Notice**

After much consideration, the Butterfield Stage Days Event for this year has been canceled due to a number of contributing factors. Following an in-depth assessment it was determined that this event would not be economically and administratively feasible for the 2017 calendar year.

This annual regional event deserves our highest priority and we want to ensure that it lives up to the requisite standards of the participants, which it cannot do without proper funding, sponsorship, volunteerism, and community engagement. At the end of the day, other areas challenged our resources and the decline in participation over the past few years have also added to the decision to hit the pause button for this year.

The Butterfield Stage Days Event will return next year and we want this event to be a model to provide the best possible event for all participants involved. Planning has already begun with our partners from the Chamber of Commerce and the San Lucy District. We are also reaching out to the business community and residents for their involvement and invite anyone to the table who wish to participate.

I apologize for any inconvenience this may have caused people in their plans and commitments for this year's event and remain optimistic that we can find the support our community deserves in order to properly showcase the heritage and culture of our community to the State of Arizona and the Nation.

Michael Celaya

Town Manager