

Press Release

FOR IMMEDIATE RELEASE

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BRANDON HELGESON IS NEW ROCHESTERFEST EXECUTIVE DIRECTOR

(Rochester, MN November 7, 2019)-

Brandon Helgeson has been named the new Executive Director of Rochesterfest. He succeeds Brent Ackerman, who recently left the position after four years to become Director of Sales & Marketing at The Rochester Civic Theatre Company. Ackerman plans to remain involved with Rochesterfest as a board member and volunteer.

Helgeson, a longtime Rochester resident, has over 30 years of experience in the events and entertainment industry. As the owner of Big Bang Companies, he has created, marketed and managed a variety of events including music festivals, sporting events and more. He also has been active as a member of the Olmsted County Fair Board where his role included entertainment booking, marketing, operations and volunteer management.

“I am excited to be taking on the Executive Director position for Rochesterfest. I plan to pick up where my dedicated predecessor Brent Ackerman left off.” said Helgeson. “I look forward to applying my 30 years of experience to working on this celebration of our city as it continues to grow and evolve.”

Rochesterfest 2020 is June 20-28 at Soldiers Field Park and other venues throughout the area.

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