

HIGHWAY TO HENRYETTA

PRESS RELEASE

TROY AIKMAN'S
**HIGHWAY
TO HENRYETTA**
Presented by  AT&T



TROY AIKMAN'S HIGHWAY TO HENRYETTA PRESENTED BY AT&T RAISES \$175,000 TO BENEFIT LOCAL COMMUNITY

Net Proceeds of Inaugural Event Will Go Towards Youth Educational and Athletic Initiatives

Henryetta, OK (August 19, 2022) -- "Troy Aikman's Highway to Henryetta presented by AT&T" raised \$175,000 in net proceeds that will benefit youth educational and athletic initiatives in Henryetta. Approximately 10,000 fans flocked to the inaugural event on Saturday, June 11 in Aikman's hometown of Henryetta, Oklahoma – a star-studded music festival at Nichols Park headlined by country music superstar Blake Shelton.

Aikman created Highway to Henryetta as a celebration for his hometown to raise much-needed funding, with the net proceeds going specifically towards local educational and athletic endeavors.

The education impact went beyond the funds raised from the music festival as AT&T and Compudopt partnered with Aikman to donate 300 computers to high school students in Okmulgee County, Oklahoma, the day before the event. In addition, the College Football Playoff (CFP) Foundation contributed support, gifting Highway to Henryetta tickets to more than 100 Oklahoma teachers and their guests, while announcing at the event that the organization is funding up to \$10,000 of all classroom projects in Henryetta through DonorsChoose.

"I'm thrilled that we were able to come together and make a real impact on education in my hometown," said Aikman. "It can be a struggle for first-year events like this to make a profit out of

the gate. This is a testament to a lot of hard work and the generosity of AT&T and our fantastic sponsors, in addition to the many friends who stepped up to make this inaugural event a huge success. I'd also like to thank the fans who came out. I am so incredibly proud."

The economic impact was felt in the area as well. Sales tax for Okmulgee County saw an approximate 50 percent increase in June compared to one year ago while the Henryetta city sales tax saw an approximate 26 percent increase from June, 2021.

The star-studded lineup of artists at Highway to Henryetta also included Pat Green, Josh Abbott Band, Wade Bowen, Stoney LaRue, George Dunham and the Bird Dogs, Mikayla Lane, the Steve Helms Band, Val Mooty, Jaden Hamilton and Tangle Wire. A lion's share of the fans in attendance came from the Tulsa, Oklahoma City and Dallas-Fort Worth areas.

Troy Aikman's Highway to Henryetta presented by AT&T was produced by Tony Fay Public Relations in conjunction with C3 Presents, the producer behind such iconic festivals as Lollapalooza and Austin City Limits Music Festival. The event was sponsored by AT&T, Mario Sinicola & Sons Excavating, Inc., Vulcan Materials Company, Ring of Honor Host Committee presenting sponsor the Thompson Dallas, as well as Kendra Scott, Choctaw Casinos & Resorts, Mi Cocina, Hillcrest HealthCare System, Eight Beer, Coors Light, Jim Beam®, Hornitos® Tequila, Coca-Cola, Deep Eddy Vodka, Rainier, Cricket Wireless, Freedom by Ed Morse, Lane Frost Brand, Wade's RV, and Taos Bakes. Media partners include Cumulus Media and Griffin Communications.

[CLICK HERE](#) for the "Highway to Henryetta" press kit, including photography and video from the day's festivities on June 11.

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