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## **BETHEL WOODS CENTER FOR THE ARTS ANNOUNCES NEW PARTNERSHIP FOR 2019 WITH POPCORNERS®**

**BETHEL, NY (March 19, 2019)** – Bethel Woods Center for the Arts is pleased to welcome **PopCorners** as a new partner for the **2019 Pavilion Season**. Sponsorship plays an integral role in ensuring the sustainability of the non-profit organization and its ability to continue to present and expand high-level programming in a pristine setting.

Bethel Woods and PopCorners are distinctly connected by their Sullivan County roots. **BFY Brands**, the parent company of PopCorners and Ideal Snacks, was founded in Liberty, NY in 1998. Today, PopCorners is the fastest-growing snack brand in the US and is produced with patented technology at its Middletown, NY facility. Bethel Woods began with the entrepreneurial spirit and vision of its founder and Chairman, Alan Gerry. Located at the site of the 1969 Woodstock festival, Bethel Woods broke ground in 2004. In 2012, Bethel Woods transitioned from a project of the Gerry Foundation to its own 501c3 public charity and has since established itself as a world-class performing arts and cultural center, educating individuals about the issues and lessons of the 1960s while **inspiring and empowering a new generation to contribute positively to the world around them.**

PopCorners brings a healthier option to the emerging better-for-you snack category. Their mantra *Do One Better™* inspires fans to view every day as an opportunity to take one step forward in positively impacting others. “Do One Better is about embracing opportunities to invest in ourselves and the world around us and our collective potential to make an impact. The work that Bethel Woods is doing to inspire, educate, and bring people together makes us proud to be a partner,” said Paul Nardone, Chief Executive Officer at BFY Brands. “Bethel Woods is an incredible asset to the community and we’re looking forward to being a part of the 2019 event season.”

“We are grateful to business leaders such as Mr. Nardone who recognize the importance of the arts throughout our region and the profound impact their support has on our ability to present exceptional and diverse programming to all our audiences,” said Darlene Fedun, Chief Executive Officer for Bethel



Woods Center for the Arts. “We feel honored and privileged to have them as partners and look forward to showcasing their brand throughout the year,” Fedun added.

Popcorners will have a presence at select Pavilion concerts this summer plus the **Craft: Beer, Spirits and Food Festival on October 12<sup>th</sup>** as part of Bethel Woods’ **Season of Song and Celebration**, which promises a uniquely memorable experience for those who journey to the historic site to celebrate the legacy of the greatest festival of all time. The calendar of year-long programming begins on March 30<sup>th</sup> with the re-opening of The Museum at Bethel Woods featuring the 2019 Special Exhibit **We Are Golden: Reflections on the 50<sup>th</sup> Anniversary of The Woodstock Festival & Aspirations for a Peaceful Future.**

During this commemorative year, Bethel Woods is offering expanded programming, new cultural opportunities, and education initiatives that will bring tens of thousands of visitors to the beautiful 800-acre campus, which in addition to the 15,000-capacity Pavilion Stage includes an intimate 440-seat indoor Event Gallery, the award-winning Museum at Bethel Woods, and a Conservatory for arts education programming

For more information about Bethel Woods Center for the Arts, please visit [www.BethelWoodsCenter.org](http://www.BethelWoodsCenter.org) or call 1.866.781.2922.

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#### DISCLAIMER

The Bethel Woods Center for the Arts’ celebrations marking the 50th Anniversary of the greatest festival of all time, planned for the Summer of 2019, are not produced, sponsored by, or affiliated with Woodstock Ventures LC, the organizer of the 1969 Festival and its other reunion festivals, and are not WOODSTOCK® events.

#### About Bethel Woods Center for the Arts

Bethel Woods Center for the Arts inspires, educates, and empowers individuals through the arts and humanities by presenting a diverse selection of culturally-rich performances, popular artists, and community and educational programming. Located 90 miles from New York City at the site of the 1969 Woodstock festival in Bethel, NY, the lush 800-acre campus includes a Pavilion Stage amphitheater with seating for 15,000, an intimate 440-seat indoor Event Gallery, the award-winning Museum at Bethel Woods, and a Conservatory for arts education programming.

Through the in-depth study and exhibition of the social, political, and cultural events of the 1960s, as well as the preservation of the historic site of the Woodstock Music and Art Fair, Bethel Woods educates individuals about the issues and lessons of the decade while inspiring a new generation to contribute positively to the world around them. The not-for-profit organization relies on the generous support of individuals, corporations, and foundations to develop and sustain programs that improve the quality of life in the region and beyond.

For more information please visit [www.BethelWoodsCenter.org](http://www.BethelWoodsCenter.org).

#### About PopCorners®

PopCorners was introduced to the better-for-you snack category in 2010 with the promise of a delicious and healthy popped-corn snack. In 2019, the brand expanded its offering to include Flex Protein Crisps and Flourish Veggie Crisps. By sourcing the best ingredients from family farms right here in the U.S. and producing clean, high quality snacks air popped to crispy perfection,



HISTORIC SITE OF THE WOODSTOCK FESTIVAL  
1969-2019

PopCorners' portfolio of snacks helps people to eat, feel, think and do better all day long, and are available in natural and traditional grocery stores nationwide. For more information, please visit [www.Popcorners.com](http://www.Popcorners.com), or follow us on [Facebook](#), [Instagram](#), or [Twitter](#).