



Teen Center of Wilton

FOR IMMEDIATE RELEASE

July 22, 2019

***TRACKSIDE TEEN CENTER ANNOUNCES DATE OF SATURDAY, AUGUST 17, 2019  
FOR THE 2nd ANNUAL WILTON FOOD TRUCK FESTIVAL***

***Trackside looking for Food Truck Community event to help with center's financial challenges and bring the Wilton community together.***

**WILTON, CT** – Trackside Teen Center announced the date of **Saturday, August 17, 2019 from 11 am – 7 pm** at Miller Driscoll School for their 2<sup>nd</sup> Wilton Food Truck Festival. Quickly becoming one of Trackside's largest fundraisers, the community event will feature up to 20 food trucks, local musicians, kid friendly entertainment and over a dozen vendors to delight and entertain attendees throughout the day.

**Trackside Teen Center, as a private non-profit, is the uniquely valuable place for Wilton teens. As a safe place that is not home, and not school, Trackside is the in between – where pre-teens and teens can come to socialize, explore new interests, meet new friends and most importantly just be themselves in a supervised environment. There is no doubt that Trackside is important to our teens, for as one recently shared with us that “Trackside is heaven on earth.”**

Trackside Teen Center is one of the few teen centers in Fairfield County, and will be celebrating the unique achievement of being open for 15 years this Fall. We could not do it without the ongoing support of community members and businesses.

The center provides free drop-in hours after school and runs a number of programs ranging from arts to improv, gaming to self esteem development for pre-teens and teens in grades 6<sup>th</sup>- 12<sup>th</sup>.

This year, the following food trucks are already registered to attend with more registering each day! (see our website at [www.trackside.org](http://www.trackside.org) for an updated list)

1. Fork in the Road
2. Greek Style Grill
3. Taste of Grill
4. SWAT (Southern Wings & Things)
5. Bubble & Brew\*
6. Kona Ice
7. Bumski's (Beer, Wine and Tito's)
8. Pierogies on Wheels
9. College Creamery\*
10. Fire and Rice
11. Crazy Taco Mex
12. Mamount's Falafel On Wheels



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13. Claypot Chef
14. Proof Pizza
15. Smokin Bandits BBQ\*
16. NoRa Cupcakes
17. An EP Experience
18. Carmela's Italian Kitchen

Vendors include:

1. The Painted Cookie
2. Sweet Pea Farm\*
3. Teach Art 2 Me (Face Painting & More)
4. 40hourARTweek\* (Artist Niki Key)
5. Paparazzi Accessories (Karen Burke)
6. Little Red Pennies
7. Emmy Starr Designs\*
8. My One Creation (Heather Towner)
9. Megan Bray
10. Orange Theory Fitness
11. Westside Jerky
12. Old Tyme Toys

\*Local Wilton Business!!!

The sponsors to date for this year's event include Good Morning Wilton, 95.9 The Fox, Fairfield County Portables and Paul's Prosperous Printing.

**Admission at event is \$10 per car which can be paid upon arrival at the event. Volunteers are also being sought to help make the day a success.**

**For more information, on the Wilton food truck event community event or to apply to participate or volunteer, visit: <https://www.trackside.org>.**

*"Last year in 2018, we had over 600 cars with an estimated 1500-2000 attendees on a cool day at the end of October". states Development & Operations Director of Trackside Teen Center, Cindy Moser. "This year, we are anticipating a larger turnout and looking to generate even better attendance to help with our budget challenges and ensure we can continue to offer great and meaningful programs for our teens."*

### **Budget challenges**

The nonprofit teen center in Wilton is looking for this Wilton Food Truck community event to help mitigate their severe budget deficit.



Teen Center of Wilton

Trackside, as a private non-profit relies on funding and revenue from multiple sources to remain operational. While we are striving to become self sustaining through community support and revenue generating activities, we do still rely on the Town of Wilton as our largest single contributor each year. The deficit is a result of an acceleration in funding cuts from the town and two leadership circle donors unexpectedly did not donate this past year, which together accounted for approximately half of the overall shortfall.

Trackside was further challenged over the past year with a number of internal staffing and Board of Directors changes that left the organization with depleted resources across the board and unable to identify and engage in the significant increase in the number of fundraising campaigns and revenue generating activities that might have closed the shortfall.

A key revenue generator that successfully reduced last year's shortfall was an increase in rental events as Trackside's popularity and appeal as an affordable and flexible event space has grown. The staff and volunteers have focused energy on updating the appearance and amenities to appeal to a wide variety of events, such as banquets, receptions, seminars, corporate off-sites, birthday parties (bar/bat mitzvahs & sweet 16s), religious and family parties for all ages.

As we move into our next Fiscal year, continued focus on generating much needed revenue to support our programs and mission will be focused on further growing as an event space while at the same time we are planning on expanding our fundraising efforts through 3 or 4 additional community building events and a new set of sponsorship opportunities for local businesses and individuals.

If you can not attend the community event, donations, volunteer and rental inquiries can be made to Trackside at: <https://www.trackside.org> .

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About Trackside:

*The objective of Trackside Teen Center is to promote healthy age-appropriate development for teens and pre-teens in Wilton. This is achieved by providing an environment designed to develop positive social skills and social competence, foster moral development, and enhance self-esteem - all of which are related to reduced risk-taking behavior, academic success, and healthy interpersonal relationships. Trackside is a venue that stands against the illegal use of alcohol and illicit drugs and seeks to be an arena that advocates and advances the efforts of the community to reduce teens' participation in such activities. Trackside exists as a safe zone where teens can build social relationships and have fun in a safe, alcohol and drug free environment Trackside is a not-for-profit 501(c) (3) organization. While the town of Wilton covers a portion of staffing costs, Trackside must raise money to fund the balance of these costs as well as 100% of annual operating expenses, regular maintenance, facility upgrades and programming designed to reach out and appeal to a broad cross-section of teenagers.*

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