

March 21, 2008

FOR IMMEDIATE RELEASE

Media Contact/Interview Requests:

Brian Feldman, (407) 792-9421, pillowlando@brianfeldman.com

PILLOWLANDO

ORLANDO'S OFFICIAL UNOFFICIAL WORLD PILLOW FIGHT DAY EVENT

Who: Brian Feldman Projects / Brian Feldman

What: *PILLOWLANDO* - One massive pillow fight in Orlando! Feathers fly and teddies soar as we gather for a massive urban pillow fight! Swing and whack as you evade pillow-wielding assailants. Bring a pillow to Lake Eola Park and wait for the signal. *Pillow fight!* This year's pillow fight is timed to coincide with pillow fights in cities all over the world. Learn more about [World Pillow Fight Day!](#)

When: Saturday, March 22, 2008, 2008 at 5:00pm (wait for the signal!)

Where: Lake Eola Park, 195 N. Rosalind Ave. [Orlando](#), Florida 32801 (meetup at Red Chinese Pagoda, NE Corner of Park) <http://www.cityoforlando.net/fpr/net/ViewMap.aspx?Park=062>

Why: It's [World Pillow Fight Day!](#) Imagine a world filled with free, fun, public events like pillow fights, creative interventions, games and interactive art installations every day of the year! That is the era we dream of.

How Much: Free! Free!! Free!!!

The Rules: Soft pillows only! + Swing lightly, many people will be swinging at once. + Do not swing at people without pillows or with cameras. + Remove glasses beforehand! + The event is free and appropriate for all ages. + Wait until the signal to begin. + ***Please, please, please do not use feather pillows! (This is a feather-free fight.)*** + If anyone has a hard pillow, you should return it to the shop, because it's faulty. (Costumes and unique pillows definitely encouraged.)

Brian Feldman Projects is responsible for [The Feldman Dynamic](#), [Leap Year Day](#) and the upcoming [Photobooth Marathon](#).

###