

# 2025 POST EVENT REPORT



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April 12, 2025  
Hosted by Trap Baby & Me  
in partnership with  
No Limit Counseling and Education

[www.orlandokitefestival.com](http://www.orlandokitefestival.com)  
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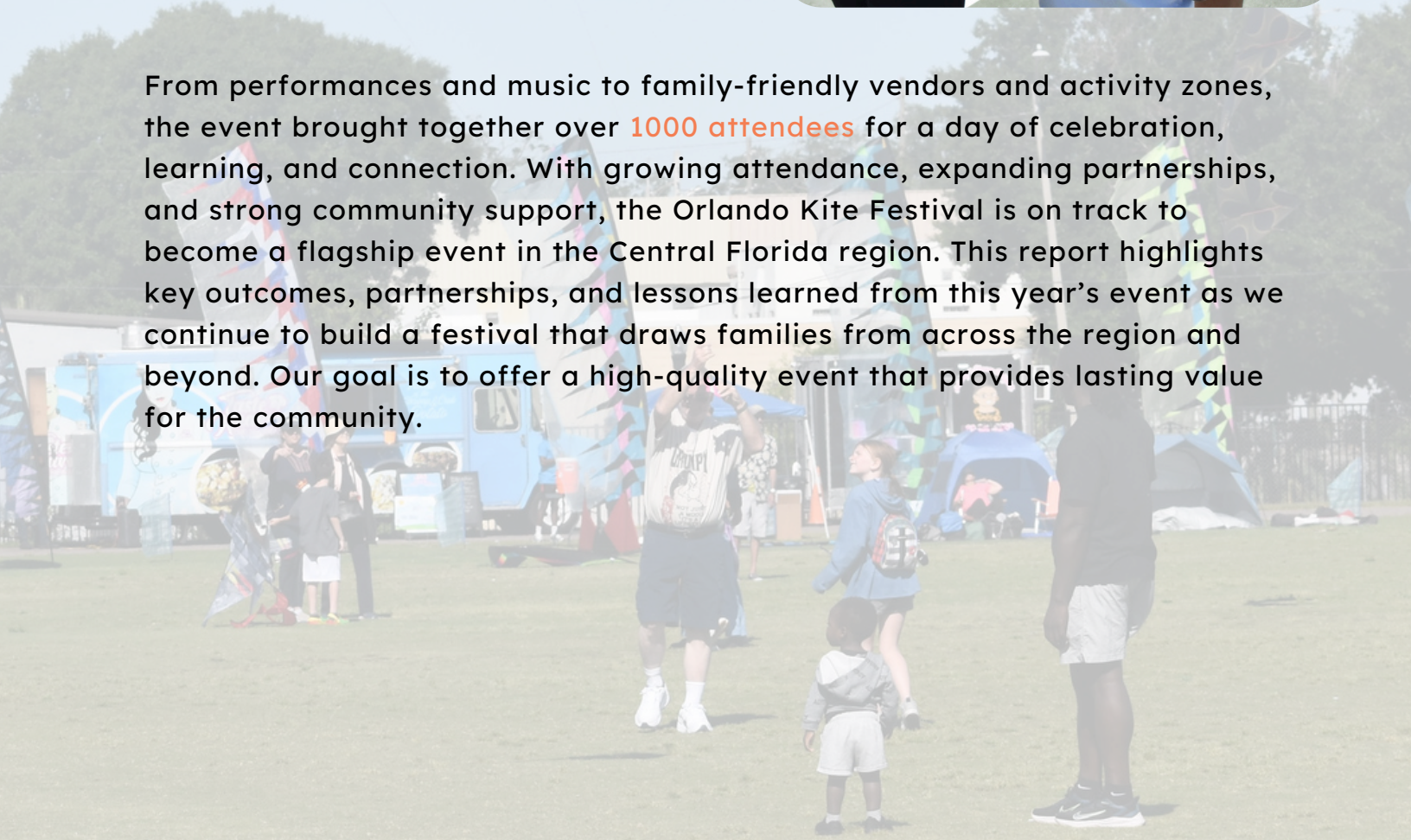


# INTRODUCTION

The second annual Orlando Kite Festival was held on April 12, 2025, from 10 a.m. to 3 p.m. at the OCPS Academic Center for Excellence. Building on the success of its inaugural year, this year's festival featured hands-on STEM flight activities in partnership with local organizations, giving families an interactive way to explore the science and engineering behind kites. In alignment with our commitment to sustainability, we also partnered with O-Town Compost to track and reduce waste.



From performances and music to family-friendly vendors and activity zones, the event brought together over 1000 attendees for a day of celebration, learning, and connection. With growing attendance, expanding partnerships, and strong community support, the Orlando Kite Festival is on track to become a flagship event in the Central Florida region. This report highlights key outcomes, partnerships, and lessons learned from this year's event as we continue to build a festival that draws families from across the region and beyond. Our goal is to offer a high-quality event that provides lasting value for the community.





# SPONSORS AND PARTNERS

Sponsors received prominent recognition in the lead-up to the festival through social media posts, event advertisements, our dedicated festival website, and our event guide ([Appendix A](#)) with all of their information, ensuring they gained maximum visibility and appreciation. During the festival, their support was further acknowledged with banners displayed onsite and mentions in event announcements throughout the day.

## Skyward Sponsors



## Breeze Boosters



## Gust Guardians



## Partners



Central Florida Kite Club      Sprouts      Publix  
Black Girl Sunscreen      Einstein Bros. Bagels      Mosaic Dental





## MARKETING

The Orlando Kite Festival implemented a well-rounded and strategic marketing campaign to maximize visibility and drive community engagement.



## Festival Signage



Coordinated marketing efforts between web design, social media, physical signage, and community outreach played a key role in attracting a large and diverse audience, contributing to the festival's overall success.



# Orlando Kite Festival Website

A dedicated website, [orlandokitefestival.com](http://orlandokitefestival.com), served as the primary source for event details.



Attendees were provided a glimpse into what the festival was like in 2024 through photos and a dedicated Orlando Kite Festival trailer.

## ORLANDO KITE FESTIVAL 2024 PHOTO GALLERY





# Outreach

Social media played a major role in outreach, with 35% of survey respondents indicating they heard about the event through Facebook, and 7% through Instagram. Our social media content included a mix of promotional pieces (Figure A), sponsor recognition (Figure B), performer spotlights (Figure C), and partner information (Figure D). These posts helped generate excitement, boost visibility, and recognize the many partners whose support and contributions brought the festival to life.

Word-of-mouth was another powerful driver, noted by 23% of attendees. Eventbrite contributed to awareness as well, with 21% discovering the festival via the platform. The festival was also promoted in a variety of family and community event calendars across Central Florida and included coverage on NPR. Printed flyers were distributed to daycare centers and elementary schools, and yard signs were placed throughout the city to boost local visibility (Figure E).

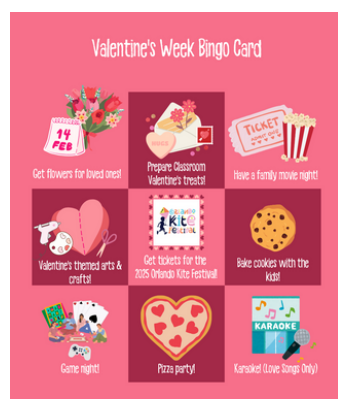


Figure A: Valentine's Day Promotion



Figure B: Event Sponsor Social Media Highlight



Figure C: Entertainment (Mr. Richard) Announcement



Figure D: Event Partner Social Media Highlight



Figure E: Yard Sign Placed at Convenience Store on Grand St. and Westmoreland Dr.

# PERSONNEL

Volunteer support for the 2025 Orlando Kite Festival saw notable growth, with the number of volunteers doubling compared to the previous year. This increase was driven by a combination of outreach methods, including social media campaigns, word of mouth, engagement with the youth leadership group, the Delta GEMS, and the continued involvement of returning volunteers. The festival also benefited from the contributions of five interns, each focused on key areas including social media, graphic design, marketing, and event management. One intern oversaw the development of the festival website, including the creation of vendor and volunteer registration forms, which streamlined the sign-up process and strengthened logistical coordination.



9

Planning  
Team

66

Event Day  
Volunteers



# ATTENDANCE



The 2025 Orlando Kite Festival saw a **16% increase in attendance** compared to last year's inaugural event, demonstrating the festival's growing visibility, reputation, and value within the community.

This year, the festival experienced a strong turnout, with 2,232 individuals registering to attend. Of those, 1,001 participants joined the event, resulting in an attendance rate of approximately 45%. This aligns with our initial expectations of 1,000 to 1,500 attendees. Our 45% attendance falls squarely within the typical range for free events, which averages between 40% and 50%<sup>1</sup>. Consistent with last year's 43%, this steady turnout provides a reliable benchmark to inform future planning.

1. How to reduce no-shows at free events?. The Events Cast. (2022, May 2). <https://theeventscast.com/podcast/zoeperkins/>

## Age

The festival attracted a nearly even split between adults and children, with children representing 44% of attendees and adults 56% (Figure F.1). Within the youth demographic, preschool- and elementary-aged children made up the largest groups, accounting for 27% and 36%, respectively (Figure F.2). These figures align closely with the festival's goal of engaging families with young children. The strong participation from this key audience highlights the festival's ongoing appeal and relevance to its intended community.

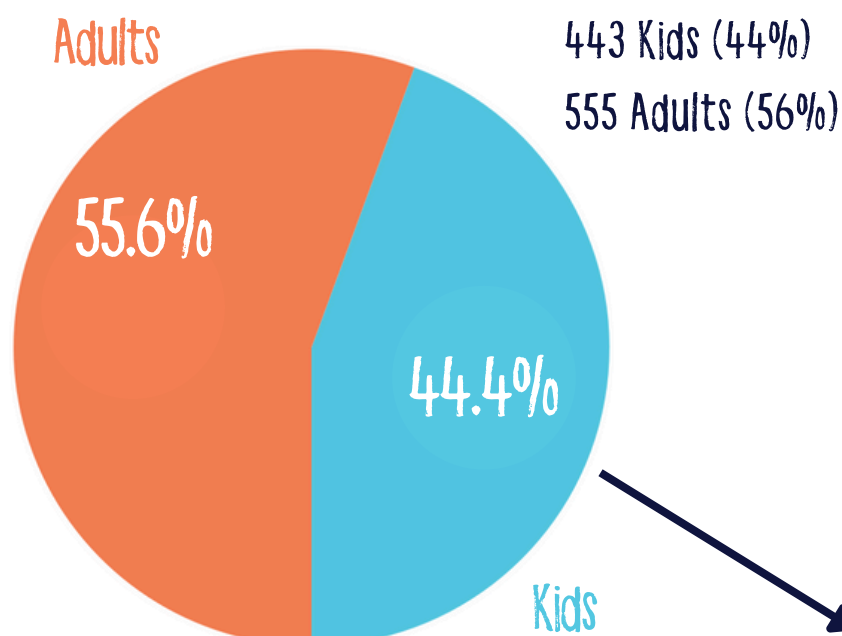


Figure F.1

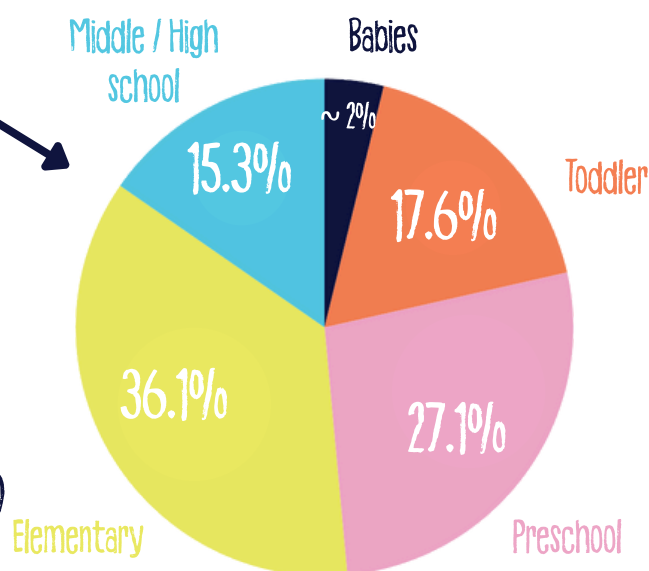


Figure F.2

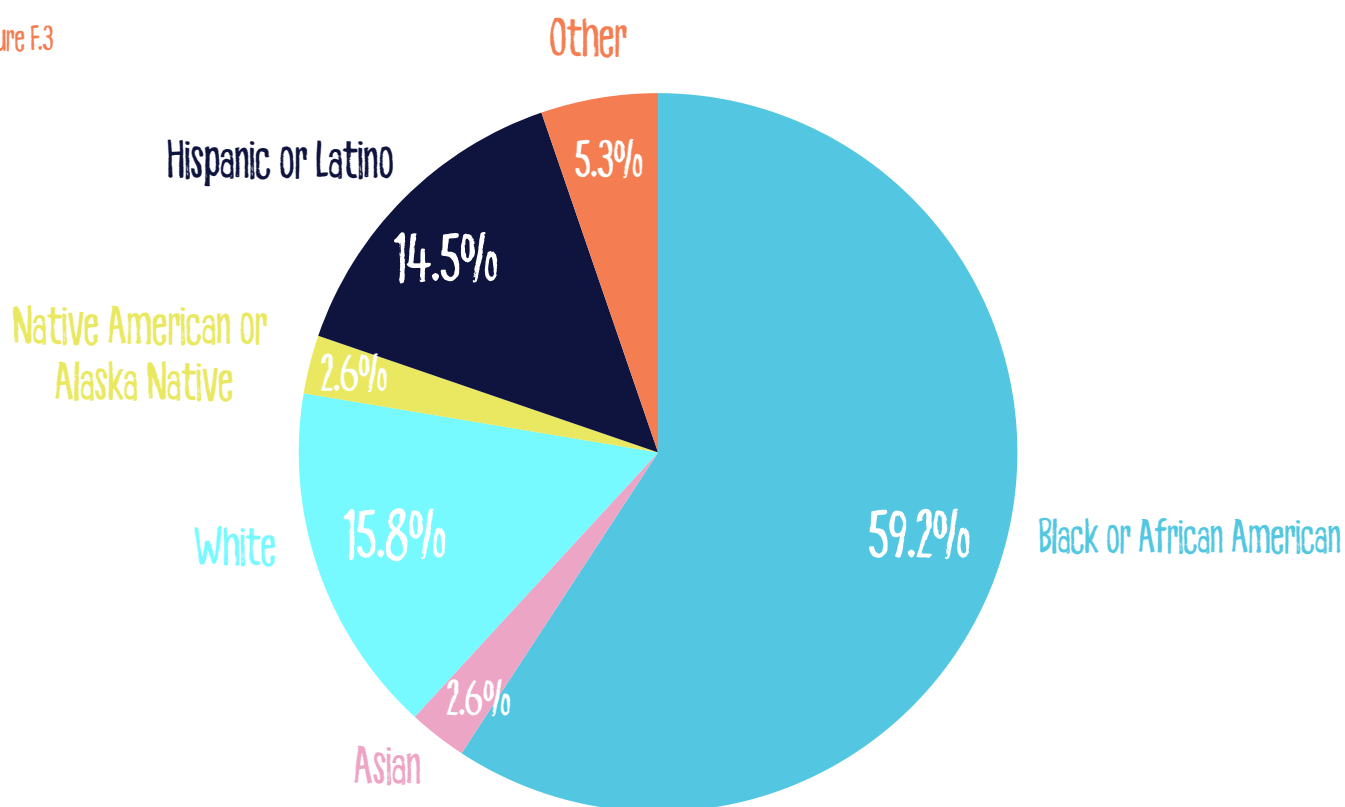
- 17 Babies (up to 12 months) (2%)
- 78 Toddlers (13 months to 2 years) (18%)
- 120 Preschool (3 to 5 years) (27%)
- 160 Elementary School (6 to 10 years) (36%)
- 68 Middle/High School (11 to 17 years) (15%)



## Race and Ethnicity

The Orlando Kite Festival welcomed a diverse audience, reflecting the cultural makeup of our community. The event brought together individuals and families from a variety of backgrounds (Figure F.3) to enjoy a shared celebration of kite flying and community spirit.

Figure F.3



## Geographic Representation and Growth

The 2025 Orlando Kite Festival welcomed attendees from all walks of life, representing six states—Tennessee, Massachusetts, New Hampshire, South Carolina, Georgia, and Florida—and 47 cities. Held in the heart of Orlando, the festival brought together a diverse crowd to celebrate a day of kites, culture, and community.

While the majority of attendees were from Orlando, the highest concentrations came from neighborhoods such as Alafaya and Avalon Park (32828), Colonialtown North (32803), Edgewood and Conway (32806), and Parramore, Holden Heights, and Washington Shores (32805) (Figure F.4). Compared to last year, there was a noticeable increase in attendance from areas surrounding the festival site, with representation growing from 2% or fewer to 2%–4%. There was also greater geographic diffusion, with attendees traveling from as far as Daytona Beach, Melbourne, and Winter Haven.

What began as a neighborhood gathering last year is blossoming into a destination event, attracting families and kite enthusiasts from across Central Florida and beyond.

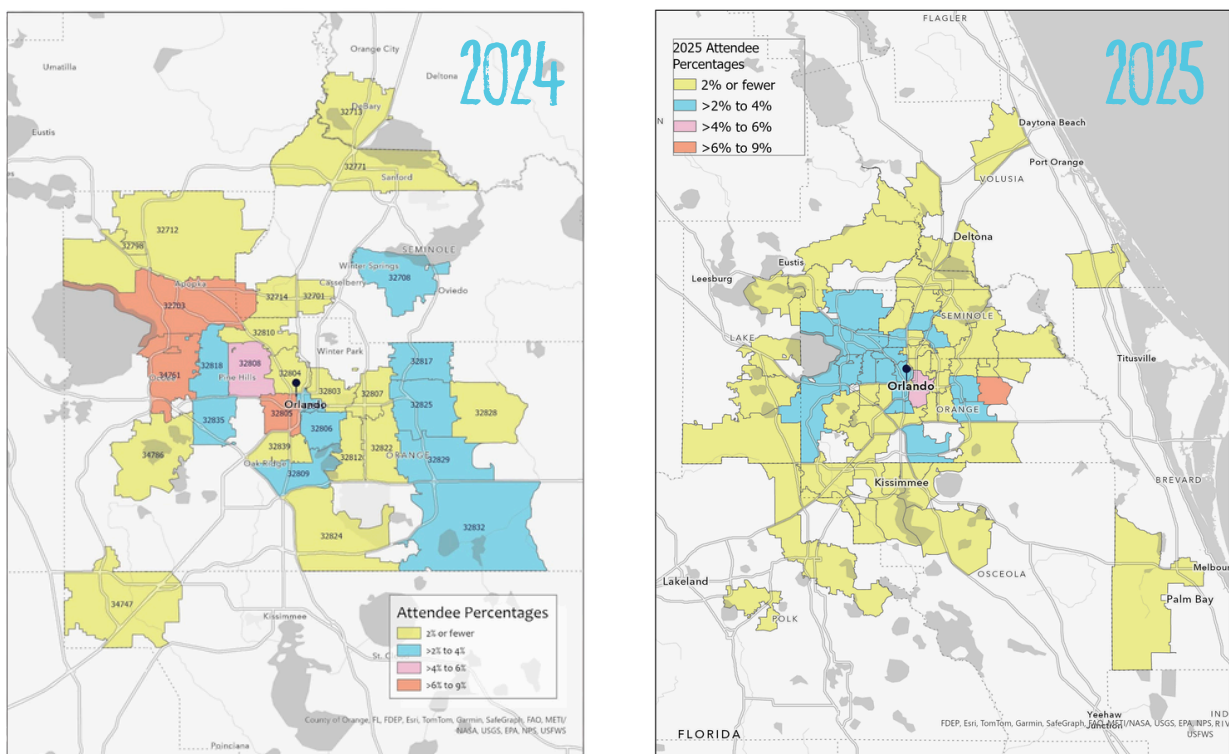


Figure F.4 Maps showing Orlando Kite Festival attendance by ZIP codes for 2024 and 2025.



# ATTENDEES

## Survey Results

“The organizer did an amazing job!! This was such a well thought out event.”  
-Event Attendee”

The post-event survey results reflect a highly positive response from attendees. When asked to rate the overall experience at the Orlando Kite Festival on a scale of 1 to 5, 99% of respondents gave a rating of 4 or 5 (Figure G.1). The kite flying experience also received strong marks, with 93% rating it a 4 or 5 (Figure G.2). Similarly, 89% rated the activities as a 4 or 5 (Figure G.3). Most notably, 94% of participants answered “Highly Likely” when asked if they would attend next year’s festival (Figure G.4). These results highlight the event’s success and the strong enthusiasm within the community for future festivals.

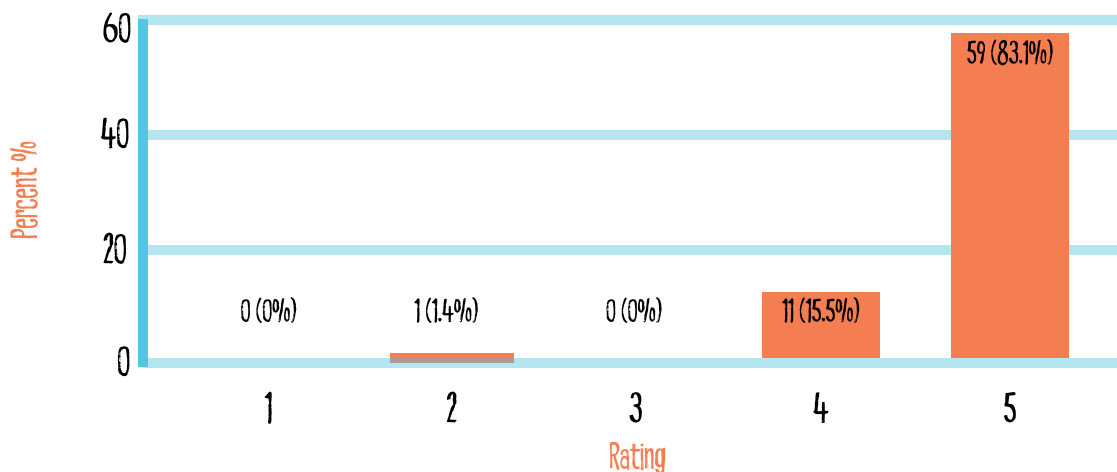


Figure G.1 How would you rate your overall experience at the Orlando Kite Festival?  
71 Responses

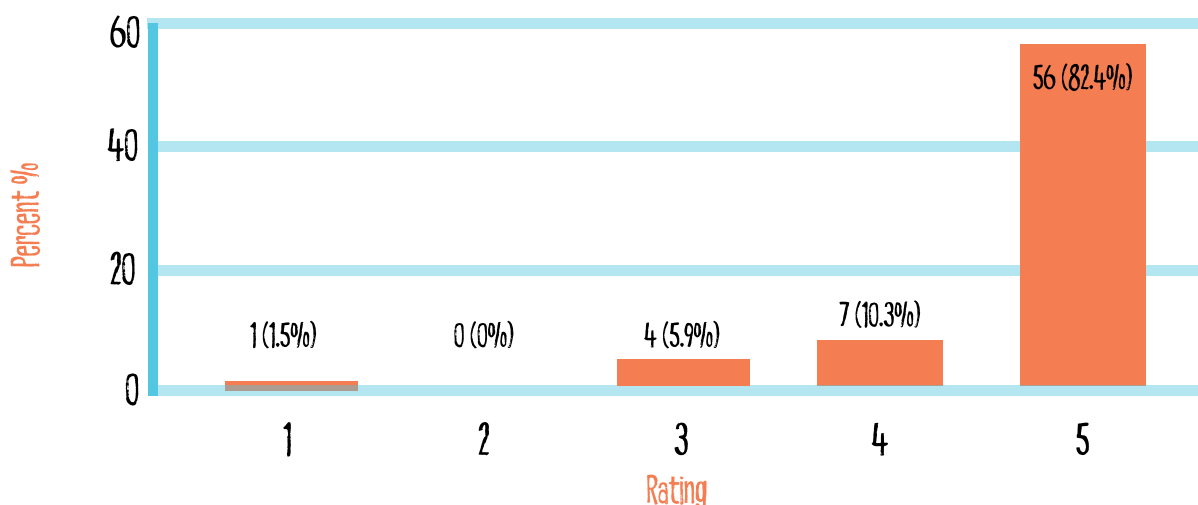


Figure G.2 How would you rate your kite flying experience?  
68 Responses

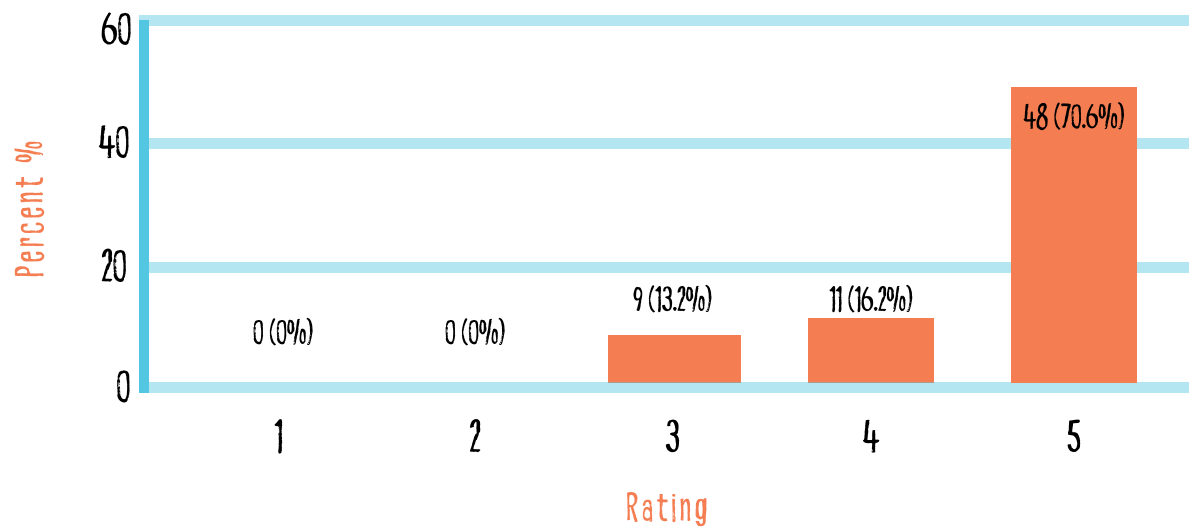


Figure G.3 How would you rate the activities (e.g. the Nurture Nest, Meet an Astronaut, etc.)?  
68 Responses

“ It was a neat event! It's a great way to strengthen bonds among families and the community at large. The venue was perfect as well.  
-Event Attendee ”

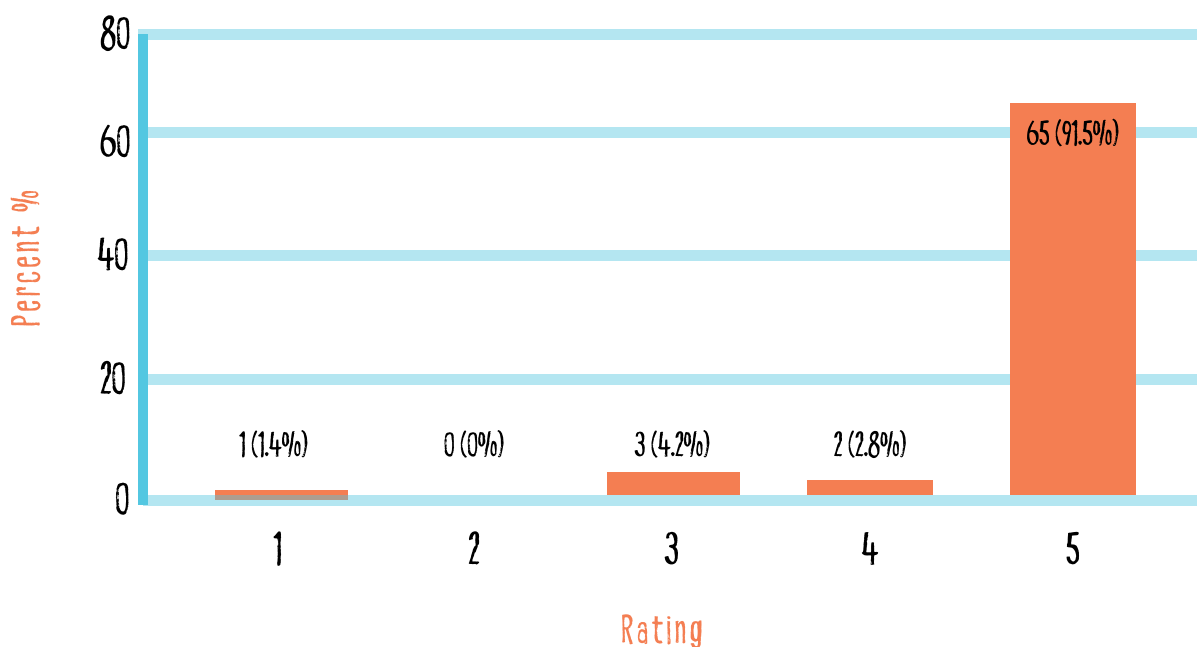


Figure G.4 How likely are you to attend the Orlando Kite Festival again?  
71 Responses



# FESTIVAL ACTIVITIES

The Orlando Kite Festival offered a full day of family-friendly activities, with a special emphasis on hands-on STEM engagement. Families had the opportunity to explore the principles of flight and aerodynamics through interactive stations, developed in collaboration with local partners such as the Orlando Science Center and eSTEAMed Learning. These experiences added an educational layer to the fun, encouraging curiosity and discovery in an accessible and playful environment.

## Stations and Zones

Kite Building

Kite Decorating

STEM & Meet an Astronaut Zone,  
featuring the Orlando Science Center  
and eSTEAMed Learning

Mental Health and Wellness Zone,  
sponsored by Dr. Phillips Charities  
Nurture Nest Mom & Baby Zone,  
sponsored by Florida Birth Network

## Live Performances and Entertainment

DJ Intel

Mr. Richard and the Pound Hounds

Dr. Celina of Trap Baby & Me

## Community Involvement

Local Vendors

Central Florida Non-Profit Organizations

60+ Community Volunteers



Attendees enjoyed a full day of fun, family-friendly activities designed to engage all ages.



To create enriching educational experiences alongside the fun, we introduced more **STEM-focused** activities that encouraged hands-on learning and discovery. This year's festival featured a **Meet an Astronaut Zone with Captain Robert Curbeam**, giving families the chance to connect with real-life space exploration by speaking with a former astronaut. The **Orlando Science Center** offered a real-life Angry Birds simulator, where kids explore physics by launching plush birds at stacked targets, and a kid-friendly drone flying station to teach basic flight controls. **eSTEAMed Learning** complemented this with creative stations where children built flying disks and paper pinwheels, exploring concepts like motion, lift, and design. These interactive experiences helped bridge play and education in an accessible and engaging way.







This year's festival deepened its commitment to family care and wellness with several meaningful additions. Free haircuts were provided by the Barber Academy of Orlando, offering children and families an opportunity to feel their best at no cost. In partnership with the Central Florida Birth Network, we introduced the Nurture Nest, a dedicated space focused on maternal wellness and community building. Designed with moms, babies, and birth workers in mind, the Nurture Nest created a safe and supportive environment for connection, education, and rest, along with free postpartum supply kits.





The Mental Health & Wellness Zone, sponsored by the Dr. Phillips Foundation, featured two customized spaces: Gratitude Grove and Peaceful Pod. These interactive areas encouraged families to explore self-expression, mindfulness, and emotional well-being through creative and calming activities. The Gratitude Grove offered a dedicated space for children to write positive affirmations, helping to promote positivity and self-esteem. Meanwhile, the Peaceful Pod was designed to support mindfulness and emotional regulation, offering a quiet area for relaxation and reflection.



The zone also included multilingual mental health resources ([Appendix B](#)) for both kids and parents, and hosted children's yoga classes led by Mindful Play Learning, giving young attendees tools to support relaxation, emotional regulation, and confidence through movement.



# SUSTAINABILITY

In line with our commitment to community health and care, this year's festival also took intentional steps toward environmental sustainability. We partnered with **O-Town Compost**, a unique and impactful addition that helped reduce the festival's environmental footprint.



Festivals are known to generate large amounts of waste, with only about 65% properly disposed of, and the rest often ending up in sensitive environments like wetlands, while only 20% of waste is properly recycled<sup>1</sup>. Additionally, food and drink consumption is a major emissions driver, accounting for around 35% of event-related emissions<sup>2</sup>. Through our composting and recycling efforts, we successfully diverted **370 pounds of waste** from the landfill, **332 pounds of food waste were composted**, and **38 pounds of recyclables were collected**.

Compared to the typical sustainability outcomes at similar events, these results reflect a significantly stronger commitment to waste diversion and environmental responsibility. This partnership allowed us to model sustainable practices for families while reinforcing the festival's role as a leader in community-centered, eco-conscious programming.



1. Slater, J. (2025, March 20). "The environmental cost of concerts and festivals." The Starfish Canada. <https://thestarfish.ca/journal/2025/03/the-environmental-cost-of-concerts-and-festivals>

2. "Carbon impacts assessment." A Greener Future. (n.d.). <https://www.agreenerfuture.com/carbonimpactsassessment>

# VENDORS

Compared to last year's inaugural Orlando Kite Festival, there has been a significant growth in both the number and variety of vendors. This year saw an 83% increase in total vendor participation, expanding from 18 vendors in 2024 to 33 in 2025. Notably, the number of non-profit vendors grew from just one (1) to eight (8), reflecting a stronger presence of community organizations. A new addition to this year's festival was the inclusion of two (2) kid entrepreneurs, showcasing the talents and creativity of young local business owners. This broader vendor representation contributed to a more engaging and diverse festival experience for attendees.

8

13

10

2

Non-Profit

Retail

Food and  
Beverage

Kid Entrepreneur





## Survey Results

Along with attendees, the post-event survey results from vendors reflect a highly positive response. When asked to rate the overall experience as a vendor at the Orlando Kite Festival on a scale of 1 to 4, 100% of respondents gave a rating of 4 (Figure H.1). When asked to rate the effectiveness of the event's promotion in attracting attendees on a scale of 1 to 5, 100% rating it a 4 or 5 (Figure H.2). Similarly, 94% rated the support provided by the event staff as a 4 or 5 (Figure H.3). Most notably, 94% of vendors answered "Yes" when asked if they would be interested in participating as a vendor at next year's Orlando Kite Festival (Figure H.4). These results highlight the event's success and the strong enthusiasm within the community for future festivals. Additionally, 88% of vendors reported meeting their goals for the event (Figure H.5), and 53% indicated they had approximately 31 to over 100 customer or potential customer interactions throughout the day (Figure H.6).

This was a wonderful collaboration of experiences for me as I am a new business owner. I was able to get out into the community and meet wonderful people as well as participate in this amazing event. It also gave my husband an opportunity to spend time with my son on this beautiful day and teach him how to fly a kite! Which they probably would never have done without you. All of the vendors were so kind and welcoming! This was a day where I saw everyone smiling and no one was upset or unhappy. I haven't seen that in a long time. Thanks for allowing us to participate!

-Renee Cipriani-George, Velvet Bloom



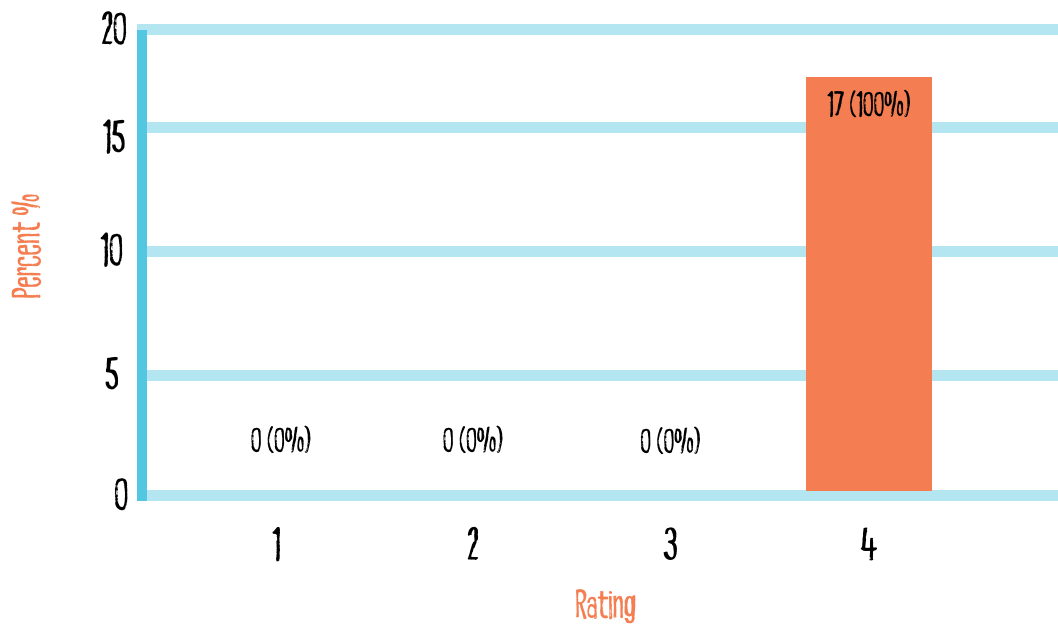


Figure H.1 How would you rate your overall experience as a vendor at the Orlando Kite Festival?  
17 Responses

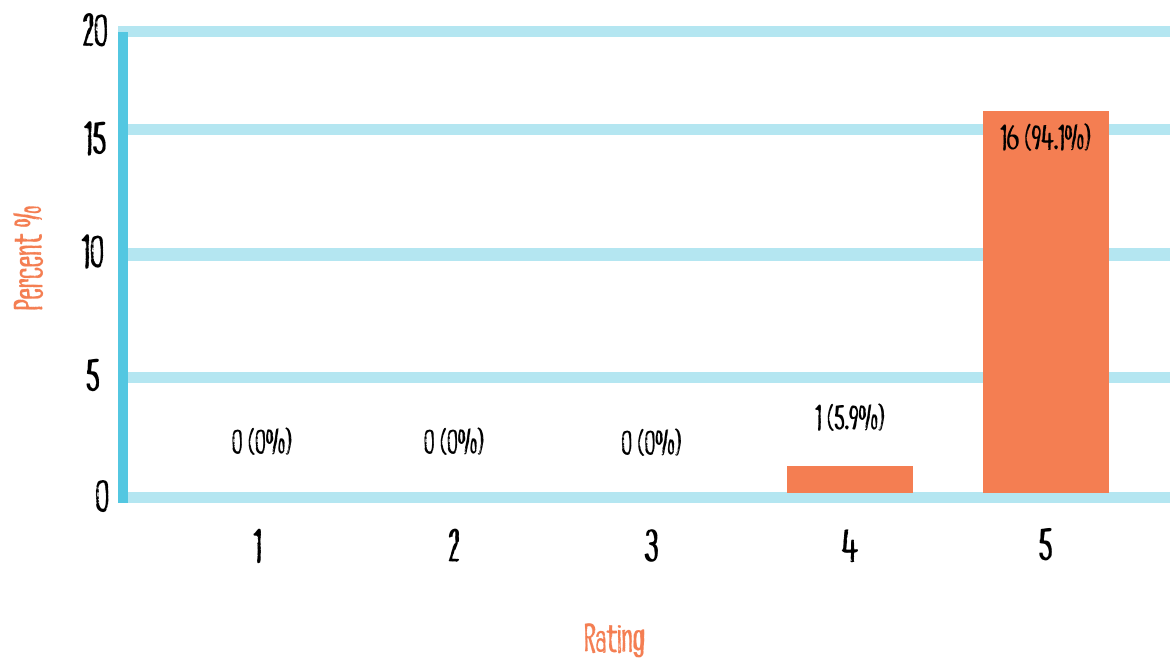


Figure H.2 How effective was the event's promotion in attracting attendees?  
17 Responses



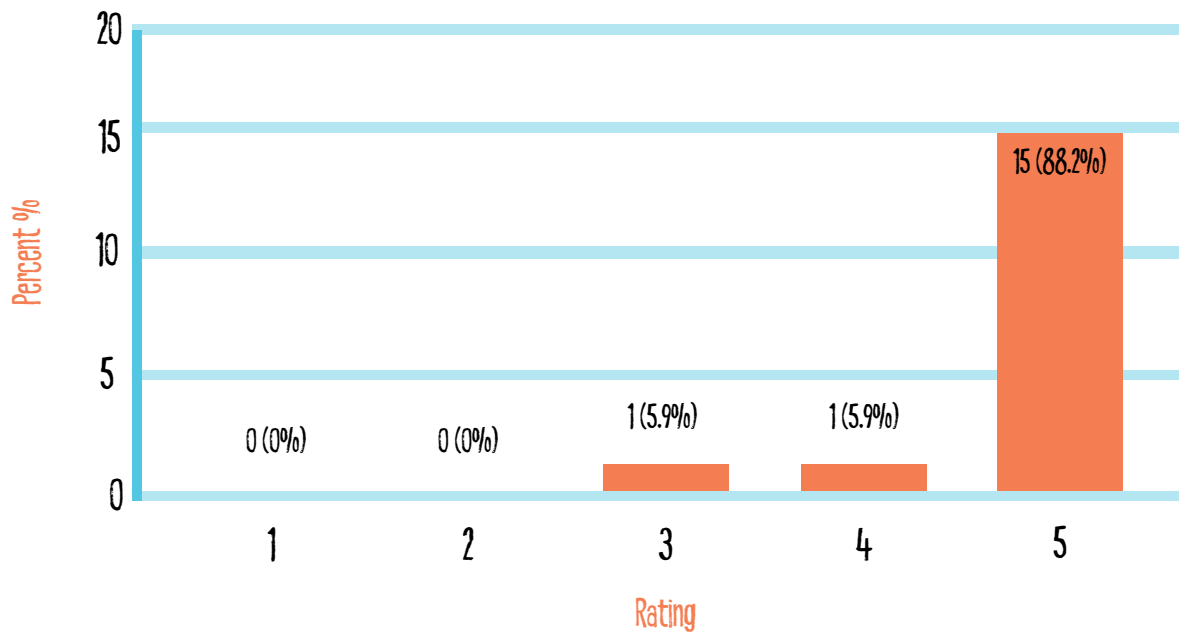


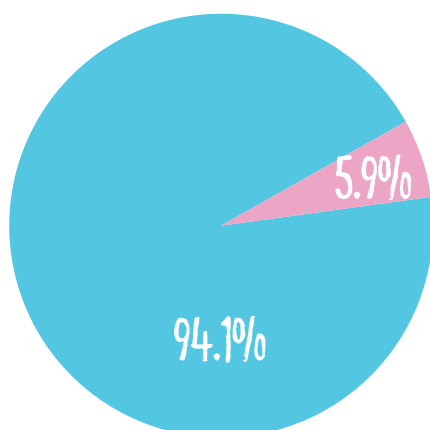
Figure H.3 How would you rate the support provided by the event staff? (Consider availability, helpfulness, and responsiveness before and during the event.)

17 Responses



This was my second time attending the Orlando Kite Festival as a vendor and it keeps getting better. The event brings out such a variety of people all with the same intention of having good, wholesome, family fun. As a personal growth brand, Fun Unique Empowered Living thoroughly being a part of such a bright event that fosters fun, joy, and creativity.

-AnDria Giles, Fun Unique Empowered Living



Would you be interested in participating as a vendor at next year's Orlando Kite Festival?



YES



NO



MAYBE

Figure H.4

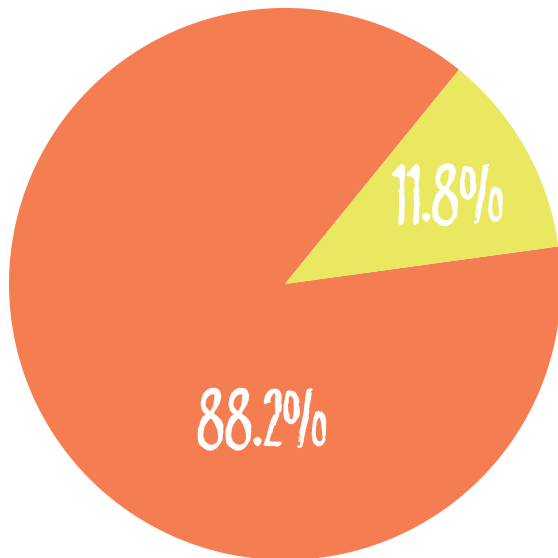


Figure H.5



Did you meet your goals for the event?



Approximately how many customers or potential customers did you interact with during the event? (Consider meaningful conversations, inquiries, or sales interactions.)



“

This was the most organized event we have participated in, from the swift emails to the Google Meet calls, to the map, to the day of the event. It was a success, and we are super appreciative! Thank you!

-Raquel Babero, Lemons with Love

”

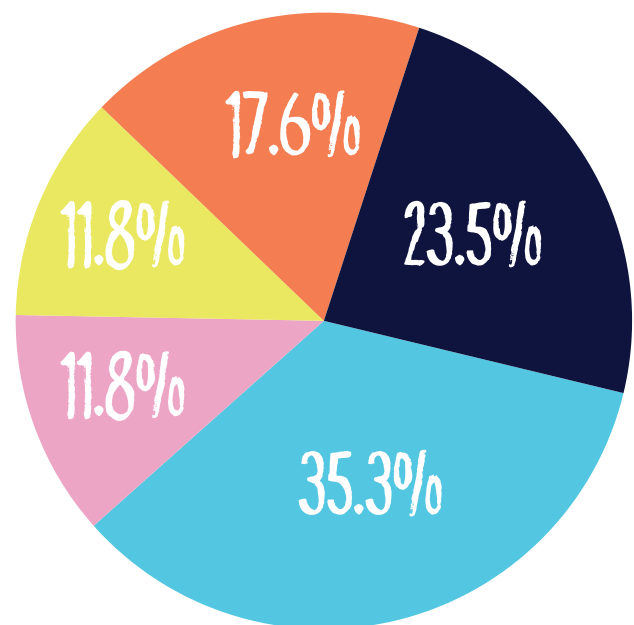


Figure H.6



# PLANS FOR THE FUTURE

The Orlando Kite Festival is more than just a day of family fun. It's a vibrant, intentional space designed to bring the community together, celebrate the diverse cultures of Orlando, and encourage families to enjoy meaningful time outdoors. Rooted in Parramore, the festival has seen strong engagement from families in the surrounding area. While neighborhood participation is vital, our long-term vision is for the event to represent the entire city, drawing in a broader cross-section of residents and tourists seeking **inclusive, culturally rich experiences**. We began expanding on this vision at this year's festival with the introduction of multilingual affirmation pages in the Dr. Phillips Foundation Mental Health and Wellness Zone ([Appendix B](#)), offering children and parents of various backgrounds the tools for **connection, reflection, and encouragement**.

As it continues to grow, the Orlando Kite Festival is also becoming a **powerful driver of economic impact**, not only for local vendors, small businesses, and youth entrepreneurs who gain visibility and growth opportunities, but also as a contributor to the city's broader economic vitality. With almost three dozen food, retail, nonprofit, and kid-run vendors participating this year, the event serves as a dynamic marketplace for creativity and commerce.

By building on this momentum and shaping the Orlando Kite Festival into a regional **tourist attraction**, the festival will bring more attention to the businesses and neighborhoods of Downtown Orlando, increasing foot traffic, boosting local spending, and strengthening the city's economy. Above all, it remains a joyful, community-rooted tradition that celebrates the spirit, creativity, and unity of Orlando, all through the uplifting, timeless art of kite flying.



## Positioning the Festival as a Regional Economic Driver

To amplify our economic impact, we will partner with destination marketing organizations like Visit Orlando to promote the Orlando Kite Festival as a travel-worthy destination. This will help increase travel to Downtown Orlando, drive spending to local businesses, and contribute to the area's long-term economic vitality.



## Strengthening Local Community Engagement



Rooted in the historically Black neighborhood of Parramore, the festival remains committed to honoring the spirit, leadership, and participation of the local community. At the same time, it welcomes all cultures, creating space for shared celebration and cultural exchange. By drawing more people to experience the excellence of Parramore, the festival helps boost foot traffic, support nearby businesses, and contribute to the area's economic vitality. These outcomes align with Orlando's broader efforts to invest in neighborhoods and foster community-led development.



# STRATEGIES FOR SUCCESS

Reflecting on the success of the Orlando Kite Festival, we are exploring several ways to enhance future events, including:



## Media Engagement

Advertising on NPR helped us reach new audiences this year. Moving forward, we plan to pitch our event to local TV stations, newspapers, and online publications at least 3 months in advance. We'll also invite local media personalities and influencers to attend or cover the festival to broaden our reach.



## Promotion & Awareness

We plan to enhance this year's promotion efforts by expanding outreach to families through schools, HOAs, leasing offices, libraries, and recreation centers. We will use digital and physical flyers, email blasts, and community calendar postings, while also inviting elected officials early to increase credibility and visibility.



## Extending Kite Activities

To enrich the kite flying experience, we plan to introduce additional kite-related activities such as kite decorating contests and kite giveaways in the weeks leading up to the festival, building excitement and engagement ahead of the main event.



## Increasing Volunteer Outreach

We intend to expand our volunteer recruitment efforts for next year's festival by beginning outreach 2-3 months in advance. We'll target platforms like VolunteerMatch, local universities, and corporate volunteer programs to secure a larger pool of enthusiastic, reliable volunteers.



As this year's report highlights, the Orlando Kite Festival is steadily growing in both reach and impact. From expanding STEM and educational programming to celebrating cultural diversity, advancing sustainability, and supporting local economic development, the festival continues to serve as a model for what community-centered events can achieve.

We invite our partners, stakeholders, and community leaders to reflect on our progress and consider how their support can shape the festival's future. Whether through sponsorship, collaboration, or volunteerism, there are many meaningful ways to help us grow this celebration into an even greater source of pride, connection, and opportunity for Orlando.

For information about the Orlando Kite Festival, contact Dr. Celina Dozier  
at [info@trapbabyandme.com](mailto:info@trapbabyandme.com)





# APPENDIX A

## 2025 ORLANDO KITE FESTIVAL EVENT GUIDE

This appendix contains the core logistical materials provided to attendees and staff during the event, including the event schedule, festival map, vendor list, sponsors, partners, and event safety guidelines and rules. It serves as a reference for how the event was organized and what experiences were offered throughout the day.

The full Digital Event Guide is available on the official Orlando Kite Festival website and at <https://trapbabyandme.com/digitaleventguide>.



Presented by  
**Trap Baby & Me**

Trap Baby & Me offers engaging classes and joyful family events that support early childhood development through music, movement, and play. Centered around various genres of music, our programs include singing, instrument play, and activities designed to nurture learning, creativity, and connection. Learn more at [trapbabyandme.com](http://trapbabyandme.com).

in partnership with  
**No Limit Counseling and Education**

No Limit Counseling and Education, Inc. sets out to promote mental health (social, emotional, and psychological) wellness and awareness through advocacy, programs, services, and outreach. Their vision is to develop and deliver quality mental health solutions and set the standard for compassion, care, and innovation, always placing communities and populations they serve first. Learn more at [nolimitcounseling.org](http://nolimitcounseling.org).





**Activity Tents**

- A - Registration
- B - Volunteer Zone
- C - Trap Baby & Me
- D - No Limit Counseling and Education
- E - Kite Workshop
- F - DJ and Stage
- G - STEM Activity Station
- H - Barber Academy of Orlando
- I - Mental Health & Wellness Zone
- J - Hydration Station
- K - Nurture Nest
- L - First Aid & Cooling Zone

**Vendor Row**

**Retail**

- Blue Butterfly Designs by Jessica Marie
- Bridge Prep Academy
- British Swim Schools - Northwest Orlando
- Fun Unique Empowered Living
- Fun4OrlandoKids
- Mermaid Jada
- Preschool Family Productions
- Specialized Benefit Advisors LLC
- The Holmes Journey
- Transform My Finances
- Velvet Bloom
- What's Poppin Penny?
- Wonder Wings

**Food & Drinks**

- ALL Noire
- Corn Soup King
- Desserts By Drey
- Destiny's Dream Delights
- Dreamy Cotton Candy Cloud
- Lemons with Love
- Mila's Front Porch
- Taste Heaven
- The Garage
- Whats the Scoop

**Sponsors**

- McCoy FCU
- Orange Blossom Family Health

**Nonprofit**

- AVMed
- ABA Center of Florida
- Blended Hearts Inc
- Central Florida Birth Network
- Education First
- Got Mom Empowers
- Nuestra Cultura Outdoors
- Shade and Hues Art Face Painting
- Thomas Leadership Academy / Florida School

**Kidpreneurs**

- Bubba's Bubbles
- Harmony Gliss

**EVENT SCHEDULE**

All Mindful Play Yoga Sessions will be held at the Dr. Phillips Mental Health and Wellness Zone (Tent I).

**10 AM Festival Begins**  
Expect to see the first of several professional kite flying shows that will be featured throughout the event shortly after 10 am.

**10:20 AM Welcome Remarks from Dr. Celina**  
Early childhood enrichment activities through dance and song, from Trap Baby & Me CEO and Orlando Kite Festival founder and host, Dr. Celina Dozier. Session 1 of 2.

**10:30 AM Yoga from Mindful Play Learning**  
Guided yoga for little ones. Session 1 of 5.

**10:50 AM Yoga from Mindful Play Learning**  
Guided yoga for little ones. Session 2 of 5.

**11:10 AM Yoga from Mindful Play Learning**  
Guided yoga for little ones. Session 3 of 5.

**11:30 AM Mr. Richard and the Pound Hounds**  
Mr. Richard will be performing some of his well-known and well-loved songs for little ones! Session 1 of 2.

**11:30 AM Yoga from Mindful Play Learning**  
Guided yoga for little ones. Session 4 of 5.

**11:50 AM Yoga from Mindful Play Learning**  
Guided yoga for little ones. Session 5 of 5.

**1:45 PM Mr. Richard and the Pound Hounds**  
Mr. Richard will be performing some of his well-known and well-loved songs for little ones! Session 2 of 2.

**2:00 PM Inez Patricia School of Dance**  
Special dance performance from the Inez Patricia School of Dance!

**2:45 PM Music and Movement with Dr. Celina**  
Early childhood enrichment activities through dance and song, from Trap Baby & Me CEO and Orlando Kite Festival founder and host, Dr. Celina Dozier. Session 2 of 2.

**3 PM Festival Ends**  
Thank you for coming! We hope you enjoyed your time at the Orlando Kite Festival. Please fill out the Post-Event Survey on the final page of the event guide to help us ensure the 2026 Orlando Kite Festival is even better!

**SAFETY & POLICIES**

**1** Please be mindful of the telephone poles in the area when flying kites.

**2** Please be mindful of the heat if you choose to take your shoes off. Please do not step onto paved surfaces without shoes.

**3** Stay hydrated! We will have water and hydration stations accessible throughout the festival. Please utilize them.

**4** This event is for children and is being held at a children's educational facility. No smoking will be allowed on the grounds of the festival.

**5** No alcoholic beverages will be served or allowed on the premises of the festival.

**6** No vaping or e-cigarettes are allowed on festival grounds for the safety and health of children, staff, and attendees.

**If your child becomes separated from you**

- Look for a volunteer or staff member wearing a **TEAL** Orlando Kite Festival shirt.
- A volunteer or staff member will accompany your child to the **First Aid and Cooling Zone**.
- Please make your way over to the **First Aid and Cooling Zone**. Our staff will immediately communicate any missing persons securely amongst our team.

\*Subject to change without notice.



# APPENDIX B

## MENTAL HEALTH DIGITAL RESOURCES

This appendix highlights the materials and offerings provided in the Dr. Phillips Mental Health and Wellness Zone. The space featured multi-lingual positive affirmations, brochures on mental health and mindfulness practices, and a selection of book recommendations. These resources supported the event's emphasis on emotional well-being, inclusivity, and community care.

The full collection of resources and materials designed for the Dr. Phillips Mental Health and Wellness Zone is available on the official Orlando Kite Festival website and at <https://trapbabyandme.com/mentalhealthresources>.



Figure B1. Positive Affirmations in English, Spanish, and Haitian Creole Digital Flyers



Figure B2. A Parent's Guide to Mental Health Digital Brochure