

**FOR IMMEDIATE RELEASE**

March 30, 2026

Contact: Lauren Carter, Communications Manager  
(864) 608-5085 | [lcarter@mauldincitysc.com](mailto:lcarter@mauldincitysc.com)



**City of Mauldin Invites Community to Celebrate at ‘One Mauldin’ on April 9**  
*Event to feature live music, food trucks, kids zone, local vendors & more as City unveils  
new brand identity*

MAULDIN, S.C. — The City of Mauldin and Mauldin Cultural Center will host One Mauldin: A Community Celebration on Thursday, April 9 from 6 to 9 p.m. at the Cultural Center’s outdoor amphitheater at 101 E. Butler Rd. The special event, which will feature the debut of the city’s new brand identity, brings together live entertainment, local flavors and family-friendly activities in a vibrant atmosphere dedicated to connection and community spirit.

One Mauldin will kick off with a brief speaking program discussing the City’s new brand, followed by a dynamic lineup of attractions, including:

- Live music from The Mighty Kicks
- A performance by the Mauldin High School Drumline
- Food trucks, plus beer and wine from Growler Haus
- A Kids Zone sponsored by BridgeWay Station featuring face painting, balloon art, a 30-foot inflatable obstacle course, kiddie Ferris wheel, and a soccer activity with the Greenville Triumph
- Local business vendors offering information and giveaways
- New City of Mauldin swag
- Employees from various departments offering information and swag, including the Mauldin Police Department, Mauldin Fire Department, Recreation and Public Works

“One Mauldin is about bringing people together and celebrating who we are as a city,” said Mayor Terry Merritt. “Mauldin continues to grow and evolve, but one thing that hasn’t changed is our community spirit. That sense of unity is reflected in our new brand, and that’s what we’re highlighting at this fantastic event. It’s about our culture, our energy and the people who make Mauldin such a special place to live, work and play.”

The celebration underscores the City of Mauldin’s commitment to creating engaging cultural experiences that foster community and connect residents and visitors alike.

“One Mauldin promises to be a vibrant, welcoming celebration of all that our community has to offer,” said Event Manager Caitlyn Pendleton. “Attendees can look forward to live entertainment from The Mighty Kicks onstage, a wide variety of our favorite local food trucks, a Ferris wheel debuting in the Kids Zone and plenty of complimentary swag. We hope guests will join us as we welcome spring and unveil Mauldin’s new branding in an event designed to bring our community together.”

Guests are encouraged to bring lawn chairs and blankets to enjoy the outdoor performances, and leashed dogs are allowed.

Outside food and beverages, smoking, tents, weapons, bikes, scooters and skateboards are prohibited. In the event of inclement weather, all weather-related announcements will be made via the Mauldin Cultural Center’s [Facebook](#) and [Instagram](#) pages.

The event is sponsored by Greenville Federal Credit Union, Cristina Ortiz State Farm, South Carolina Federal Credit Union, Ace Hardware, Greater Mauldin Chamber of Commerce and BridgeWay Station.

For more information, [view the Facebook event](#) or visit <https://mauldinculturalcenter.org/events/festival-season/onemauldin/>.

## **Background – Rebranding**

In January 2025, the City of Mauldin issued an RFP for a comprehensive brand strategy that would capture the essence of the City’s growth, community values and vibrant future. The City selected Flock and Rally, a full-service creative agency based in Columbia, S.C., for the rebranding project and worked with Flock and Rally over the course of several months to develop and refine the City’s new brand identity. City Council voted to adopt the new brand on Dec. 15, 2025, and City staff began working to update the brand in its various applications, including signage, uniforms, vehicles and the City website. One Mauldin marks the first public unveiling of the City’s new brand.

###