



**STATE OF MISSISSIPPI
DEPARTMENT OF AGRICULTURE AND COMMERCE**

ANDY GIPSON
COMMISSIONER

PRESS RELEASE

FOR IMMEDIATE RELEASE: October 21, 2026

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Genuine MS® to Host Genuine Junction at the Inaugural Quarry Fall Festival in Brandon This Weekend

BRANDON, Miss. – The Mississippi Department of Agriculture and Commerce (MDAC) will offer Genuine Junction, showcasing kids' activities and seasonal attractions, as part of the inaugural Quarry Fall Festival at the Brandon Amphitheater, located at 8190 Rock Way in Brandon, near the Quarry Park on Friday, October 23, and Saturday, October 24.

Genuine Junction, hosted by Genuine MS®, will offer family-friendly activities such as a pumpkin patch, face art, and fall-themed games like fishing for apples, pumpkin ring toss, horse lasso and pumpkin bowling. Genuine Junction will open from 5:00 p.m. to 8:00 p.m. on Friday, October 23, and 2:00 p.m. to 6:00 p.m. on Saturday, October 24. Pumpkins for the Genuine Junction are sponsored by Sullivan's Marketplace.

Designed to kick off the autumn season for residents and visitors of all ages, the inaugural Quarry Fall Festival, hosted by the City of Brandon, will feature an extensive lineup of rides, fair-style food, pumpkin decorating and games. Entrance to the festival grounds is free to the public. Tickets will be available on-site for purchase to access rides, activities and food kiosks. Quarry Fall Festival hours are: Friday, October 23 - opens at 5:00 p.m.; Saturday, October 24 - opens at 12:00 p.m.; and Sunday, October 25 - opens at 1:00 p.m.

Genuine MS® Farmer's Market

On Saturday morning, the Genuine MS® Farmers Market will operate at the Brandon Amphitheater as usual from 8:00 a.m. to 12:00 p.m. before the Quarry Fall Festival gates open at 12:00 p.m.

For more information on the Quarry Fall Festival, visit the City of Brandon's website at www.brandonms.org. For more information on the Genuine MS® Program, visit www.genuinems.com.

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Flyer Attached.



GENUINE JUNCTION

at the

QUARRY FALL FESTIVAL



 BRANDON AMPHITHEATER | NEAR QUARRY PARK
BRANDON, MS



FAMILY-FRIENDLY ACTIVITIES

- PUMPKIN PATCH
- PUMPKIN BOWLING
- CORN HOLE
- HORSE LASSO
- FACE ART
- FISHING FOR APPLES
- PUMPKIN RING TOSS





*Quarry Fall
Festival Hours:*

FRIDAY	OPENS AT 5 P.M.
SATURDAY	OPENS AT 12 P.M.
SUNDAY	OPENS AT 1 P.M.

**FRIDAY
OCTOBER 23**
5:00 P.M. – 8:00 P.M.

**SATURDAY
OCTOBER 24**
2:00 P.M. – 6:00 P.M.

Pumpkins by:

Sullivan's
Marketplace

Hosted by:

**GENUINE
MS**