



Press Release — To Be Issued November 3, 2025

FOR IMMEDIATE RELEASE

Spring Fling 2026 Announces ‘A Difference You Can’t Help But See’ - *Uniting Communities Through Culture, Music & Legacy*

Mobile, AL — November 3, 2025 — Spring Fling, one of the South’s most iconic music and cultural festivals, returns in 2026 with a new theme — ‘A Difference You Can’t Help But See’. Building on over three decades of legacy, the festival has reimaged its operations to ensure a first-class experience for attendees from across the nation.

Event founder, Mel Showers lead the initiative to deliver an unforgettable, safe, and world-class experience that unites community, culture, and growth. Key additions to the Spring Fling team include Anouk Brumfield (Transformation Consultant), retired Chief Hargrove (Police Liaison), retired Fire Marshall Mark Trenier (Fire Liaison), and Stadium People (Event Staffing and Crowd Management.)

“Spring Fling 2026 is about transformation and honoring our legacy while elevating our standards,” said Showers. “We’re creating an event experience that represents the best of Mobile.”

Key updates include:

- Professional Event Staff: An experienced professional event staff will drive a positive guest experience by way of *security, entry/check-in, proper access + restriction, crowd control, guest information* and finally the *successful departure* of all guests to elevate the festival’s overall standard of excellence.
- New Event Layout & Fencing Plan: A reconfigured site design at The Grounds that enhances accessibility, crowd flow, and perimeter control for a safer and more efficient experience.

This is more than a music festival, it’s a movement. It’s about legacy, connection, and community investment.

The festival is scheduled for April 11, 2026, at The Grounds in Mobile, Alabama. For updates, follow @MackdaddyProductions or mackdaddyproductions.com.