

Bell Buckle RC-MoonPie Festival 2026

Press Release

Event: 31st Annual Bell
Buckle RC-MoonPie Festival

Presented By: Bell Buckle Chamber
of Commerce

When: Saturday, June 20,
2026

Where: Historic Downtown
Bell Buckle, Tennessee

Admission: Free

**Bell Buckle Celebrates 31 Years of
Wacky Fun and 250 years of American
Independence at the RC-MoonPie
Festival on Saturday, June 20, 2026**

We The People of RC Cola and MoonPie lovers everywhere invite visitors from near and far to experience one of Tennessee's most beloved small-town traditions at the RC-MoonPie Festival in historic downtown Bell Buckle on Saturday, June 20, 2026, **celebrating** 31 years of wacky fun and also America's 250th Birthday.

This year's festival will honor both the ultimate Southern tradition — the classic pairing of RC Cola and MoonPie — along with celebrating 250 years of America's Independence! It's like celebrating the Fourth of July TWICE! The RC-MoonPie Festival has been a bucket-list event for generations due in

large part to the festival's hometown charm and playful spirit.

Enjoy everything the day has to offer which is A LOT! The day starts with the Sweetest Race You'll Ever Run with a 5K through historic neighborhoods with quite the cheering squad and a 10 miler that embraces those rolling hills of Tennessee with a sweet finish line reward! The day charges forward with entertainment on stage featuring live music and cloggers and contests. And what's more American than a parade right down Main Street USA? Well, in Bell Buckle, it's even better as those parade floats are stocked with MoonPies that make an aerial descent from float to parade goers. Heads' up! Wonder who this year's Grand Marshall will be????

Hmmmm, keep checking the Bell Buckle Chamber of Commerce to see! Then there's the crowning of the King and Queen. It's a tradition not to be missed! This year we will be honoring a veteran from each of the four branches of the military. Hats off and on your feet for our finest to be honored! And the RC-MoonPie Games are a highlight of a lifetime for many. Can you hula-a-hoop while eating a MoonPie and drinking an ice cold RC Cola? How many RC cans can you balance on your head and walk? How far can you throw a MoonPie? And let's get it all shook up with all the dance moves in the Shake It Up Bably contest! An array of food and craft vendors are open all day to just add to the fun. And then, of course, the crème de la crème, or should we say the pie ala pie: The

World's Largest MoonPie will be served to all festival goers. The Bell Buckle Secret Service keeps the flavor of the World's Largest MoonPie a Top Secret until it is presented on the Bell Buckle Stage. We do wonder if this year's flavor will be in keeping with that big 250th celebration of America's Independence. So what could that be? Well if you want to know, there will be hints on the Bell Buckle social media ahead of the festival; but if you REALLY want to know, you need to be in Bell Buckle on Saturday, June 20th and see and taste for yourself. It's a one of a kind we're told that has never been made before! Just for Bell Buckle's RC-MoonPie Festival and YOU!

Festival goers can expect plenty of laughter, nostalgia, and unforgettable photo opportunities as Bell Buckle leans into its fun-loving personality. “The RC Cola MoonPie Festival is a celebration of who we are — fun-loving, welcoming, and proud of our traditions,” said a representative from the Bell Buckle Chamber of Commerce. “As we mark 31 years, we’re excited to invite everyone to help us celebrate in true Bell Buckle style.”

And did we mention that the Bell Buckle RC-MoonPie Festival is FREE making it an ideal summer destination for families, friend groups, and visitors looking to experience authentic small-town Southern hospitality

Bell Buckle, RC Cola's and MoonPies – the Southern combo that always brings a smile. And this year we are combining that Southern Tradition with a celebration of all things American. Nothing says America like Bell Buckle, Tennessee where we are always Close To Home, But A World Away.

For more information and photos, visit www.bellbucklechamber.com and follow the Bell Buckle Chamber of Commerce on social media.

2026 RCMP SCHEDULE

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7:00 am 30th Annual Bell
Buckle Chamber 10 Mile & 5K Run

8:30-9:00 am Bell Buckle Chamber
5K Awards

9:00 am Craft Fair/ Food court
(Open All Day)

9:00-10:00 am Midstate Cloggers

10:00-10:30 am Bell Buckle Chamber
10 Mile awards

10:30-11:15 am Midstate Cloggers

11:15 am RC Cola and
MoonPie Parade

12:00 pm King and Queen
Coronation

12:30-12:45pm Contest for: farthest travelled, youngest attendee present & oldest attendee present

12:45 – 1:15 Shake It Up Baby Contest

1:30-3:00 pm RC and MoonPie Games

3:00 pm World's Largest MoonPie served!