



The Grifton Shad Festival, beginning in 1970, is one of the most time-honored and longest running festivals in North Carolina. It is the oldest festival in Pitt County and the second oldest in eastern North Carolina. The Town of Grifton has even been recognized by the NC State Legislator as the *Official Shad Capital of North Carolina*. The Shad Festival stands for fun and fellowship and working together toward a common goal.

In 1974, graffiti appeared on the drawbridge over Contentnea Creek saying:

**“Eat Mo Shad”**



That has since become the slogan for the festival.