



COUNTY OF LAKE

MARKETING & ECONOMIC DEVELOPMENT PROGRAM

255 North Forbes Street
Lakeport, California 95453-5406
707-263-2580 FAX 707-263-1012

www.lakecounty.com

MEDIA ALERT

Mark Your Calendar: September 29, 2007

KELSEYVILLE PEAR FESTIVAL FAST APPROACHING

KELSEYVILLE, CA — The 15th annual Kelseyville Pear Festival, a fun family event focusing on the town's agricultural heritage, will be held Saturday, September 29, 2007, from 9:00 a.m. to 4:00 p.m. on Main Street in downtown Kelseyville.

WHO: Each year on the last Saturday in September, the Kelseyville Business Association, with support from many community sponsors, presents the Kelseyville Pear Festival.

WHAT: Kelseyville Pear Festival
The day features pear tasting, cooking demonstrations, pear packing competitions, historical exhibits and storytelling, antique tractor and farm equipment displays, a quilt show, a fine arts show and sale, arts and crafts vendors, children's activities, all sorts of pear goodies, and more.

WHEN: Saturday, September 29, 2007, 9:00 a.m. to 4:00 p.m. Parade begins at 9:30 a.m.
Full entertainment schedule and event map available online at:
www.kelseyvillepearfestival.com

WHERE: Approximately five blocks along Main Street, *Kelseyville*

VISUALS/AUDIO: Live storytelling. Two videos focused on the town's agricultural heritage - one about the Lake County pear industry and another about the history of the Pear Festival.

Parade at 9:30 a.m.

Two stages feature musicians playing hot jazz, solid gold rock, blazing fiddlers, and classic acoustical guitar, as well as adult and youth cloggers.

Mule-drawn wagon rides. Miniature farm animals and children's jump houses.

Displays of antique tractors, steam engines, and all types of farm equipment

Cooking demonstrations. Lake County's finest "pear products," from jams and jellies to refreshing pear ice cream and delicious pear pies.

INFORMATION: (707) 279-9022, www.kelseyvillepearfestival.com, www.lakecounty.com

MEDIA CONTACTS: Debra Sommerfield, (707) 263-2580
Marilyn Holdenried, (707) 279-4456

###