



LAKE COUNTY MARKETING PROGRAM

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FOR IMMEDIATE RELEASE

September 6, 2007

KELSEYVILLE PEAR FESTIVAL TO BE HELD SEPTEMBER 29, 2007

**15TH ANNUAL EVENT TO SHOWCASE AGRICULTURAL HERITAGE
WITH LIVE MUSIC, GOOD FOOD, FAMILY FUN**

KELSEYVILLE, CA – The 15th annual Kelseyville Pear Festival will be held Saturday, September 29, 2007, from 9:00 a.m. to 4:00 p.m. on Main Street in historic downtown Kelseyville in Northern California.

The centerpoint of the Kelseyville Pear Festival is the Pear Pavilion — a large showcase of “everything pear” including historical photos, videos, and storytelling, agricultural exhibits, and cooking demonstrations, as well as some of Lake County’s finest “pear products” — from jams and jellies to refreshing pear ice cream and delicious pear pies, which always prove to be a sell-out. Pear taste tests and pear-packing competitions are all part of the family fun.

The event, which is held each year on the last Saturday in September, celebrates the local pear harvest. It is a day of fun for the whole family with a quilt show, a fine arts show, local arts and crafts, as well as performances throughout the day from local musicians, dancers, and cloggers. Mule-drawn wagon rides transport event-goers along the streets, adding to the hometown feel. With the focus on the town’s agricultural heritage, event-goers will learn all about the many types of pears grown in and around Kelseyville, affectionately known as the “Pear Capital of the World.”

The Kelseyville Pear Festival Parade – a Lake County tradition – kicks off the day’s festivities at 9:30 a.m. and is a must-see for families. Children also will enjoy a wide array of activities including jump houses and a petting zoo with miniature animals.

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Antique tractors, steam engines, and all types of farm equipment will be on display as part of the antique tractor and engine exhibit where many local tractor collectors show off their finest, oldest, and most unusual models.

A “Pear You Down” run-walk relay offers three-person teams an opportunity to start the day with a six-mile run/walk relay through nearby pear orchards.

For more information, please visit *www.kelseyvillepearfestival.com*.

Located in beautiful Northern California, Lake County is just two hours by car from the San Francisco Bay Area, the Sacramento Valley, and the Pacific Coast. Lake County is home to Clear Lake, the largest natural freshwater lake in California and possibly the oldest lake on the continent. Visitors to Lake County experience the state’s cleanest air basin, spectacular scenic beauty, fine wines, headliner concerts, and unsurpassed recreational opportunities — from hiking, biking, golf, and off-road adventures to boating, fishing, kayaking, birding, and even rockhounding. The local area code is 707. For visitor information, contact the Lake County Visitor Information Center at (800) 525-3743 or *www.lakecounty.com*.

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