



COUNTY OF LAKE

MARKETING & ECONOMIC DEVELOPMENT PROGRAM

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September 23, 2008

MEDIA ALERT

PEAR HARVEST CELEBRATED THIS WEEKEND IN KELSEYVILLE

KELSEYVILLE, CA — Held the last Saturday in September each year, the Kelseyville Pear Festival celebrates the local pear harvest. It is a day of fun for the whole family with a parade, 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. Displays and exhibits focus on the town's agricultural heritage, featuring the many types of pears grown in and around Kelseyville, affectionately known as the "Pear Capital of the World." 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." Pear taste tests and pear-packing competitions are all part of the family fun.

- WHAT:** Family-friendly event focusing on the agricultural roots of Kelseyville, once known as the "Pear Capital of the World," which continues to this day.
- WHEN:** Saturday, September 27, 9:00 a.m. to 4:00 p.m. Parade begins at 9:30 a.m.
- WHERE:** Historic downtown Kelseyville, in Lake County, CA.
- VISUALS/AUDIO:** Hometown parade, cooking demonstrations, pear packing competitions, live music and festivities. Antique tractors in parade and on display as well as other antique farm equipment.
- MEDIA CONTACTS:** Terre Logsdon, (707) 263-2822 or Debra Sommerfield, (707) 263-2580

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