



COUNTY OF LAKE

MARKETING & ECONOMIC DEVELOPMENT PROGRAM

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MEDIA ALERT

**KELSEYVILLE PEAR FESTIVAL TO BE HELD SEPTEMBER 24 - 25
18TH-ANNUAL EVENT TO SHOWCASE AGRICULTURAL HERITAGE;
RENOWNED COWBOY MUSICIAN DAVE STAMEY KICKS-OFF FESTIVAL**

KELSEYVILLE, CA – The 18th-annual Kelseyville Pear Festival will be held Saturday, September 25, 2010, from 9:00 a.m. to 4:00 p.m. on Main Street in historic downtown Kelseyville in Northern California, with renowned cowboy singer Dave Stamey kicking off the festival at 5:30 p.m. on Friday, September 24, at the Wildhurst Vineyards tasting room on Main Street. The centerpoint of the Kelseyville Pear Festival is the Pear Pavilion — a large showcase of “everything pear” including historical photos, videos, and agricultural exhibits 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, parade, and children’s activities are all part of the family fun.

WHO: Families enjoying the parade and agricultural events, renowned cowboy musician Dave Stamey on Friday evening at Wildhurst Vineyards.

WHAT: 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. 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 Kelseyville Pear Festival Parade – a Lake County tradition – begins Saturday’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.

WHEN: Dave Stamey on Friday, September 24, at 5:30 p.m.; Kelseyville Pear Festival on Saturday, September 25, 9:00 a.m. – 4:00 p.m. Parade begins at 9:30 a.m.

WHERE: Main Street in historic downtown Kelseyville, CA 95451

VISUALS/AUDIO: Hometown parade, Pear Pavilion showcasing some of Lake County's finest “pear products” including pies and refreshing pear ice cream, live music, and festivities. Antique tractors in parade and on display as well as other antique farm equipment.

INFORMATION: Marilyn Holdenried, (707) 279-4456, www.kelseyvillepearfestival.com
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