



## **LAKE COUNTY MARKETING PROGRAM**

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**FOR IMMEDIATE RELEASE**

**August 19, 2011**

### **KELSEYVILLE PEAR FESTIVAL TO BE HELD SEPTEMBER 24 19<sup>TH</sup> ANNUAL EVENT TO SHOWCASE AGRICULTURAL HERITAGE**

**KELSEYVILLE, CA** – The 19<sup>th</sup>-annual Kelseyville Pear Festival will be held Saturday, September 24, 2011, from 9:00 a.m. to 4:00 p.m. on Main Street in historic downtown Kelseyville in Northern California.

The center point 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.

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 eventgoers 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 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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**RELEASE: Kelseyville Pear Festival**

RELEASE DATE: August 19, 2011

*Page 2 of 2*

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.

Admission to the Kelseyville Pear Festival on Saturday is free. Please visit [www.kelseyvillepearfestival.com](http://www.kelseyvillepearfestival.com) for more information.

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, 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](http://www.lakecounty.com).

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