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## **PRESS RELEASE**

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FOR IMMEDIATE RELEASE

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### **City of Victorville Presents 15<sup>th</sup> Annual Fall Festival**

*Vendor Booths still available*

Victorville, Calif.—The City of Victorville will present the High Desert’s largest community festival of the year when it hosts its 15<sup>th</sup> Annual Fall Festival, Oct. 1 from 10 a.m. to 4 p.m. at Victorville City Hall. The City expects approximately 30,000 visitors to attend this family-oriented street fair that features live entertainment, children’s rides and activities, book festival, food vendors, and craft booths.

The City has booked a full lineup of entertainment to perform on two stages during the festival that is planned around the theme, “Celebrating our Community.”

The event will kick off at 10 a.m. with the return of local rock band Impakt on the main stage. This group of local rockers has been performing together for five years and has played just about every club in the high desert, performing classic and southern rock, with some blues thrown in for good measure.

The official welcome will take place on the main stage at 10:55 a.m. with Mayor Gloria Garcia leading the Pledge of Allegiance. Mayor Garcia will then introduce the return of Ballet Folklorico Flores. Ballet Folklorico Flores was established 25 years ago under the artistic direction of Irma Aguilar. Flores has performed for Fall Festival audiences since 2001.

Y102 Radio personality Mychal Fabela will return as the event emcee and will keep the audience engaged at the main stage. Mychal will be joined by fellow Y102 radio personalities Colleen Quinn and Preston Stone to the stage for exciting ticket giveaways throughout the event.

Making his 14<sup>th</sup> appearance at the Fall Festival, will be Native American Performer Eric Runningpath. Mr. Runningpath tours throughout the county sharing his unique style and performance mixed with Native American music makes Eric Runningpath’s performance is a must see!

Long-time rock band Music Formula will present a free family concert on the main stage once again. Music Formula has been making a name for itself in the High Desert for nearly two decades. Their first CD, Roadhouse Resurrection, was just released and celebrates their influences as well as delivers a couple originals. These tunes should get everyone up on the dance floor.

The City of Victorville and Platinum Sponsor, Victorville Harley Davidson are proud to present The Blue Mountain Tribe on the main stage audience for the first time at the Fall Festival.

The Blue Mountain Tribe plays original blues rock music about Indigenous Americans, war veterans, people with disabilities, riding Harleys as well as songs about inspiration, love, desire, rage, pain, and the Blues. The Blue Mountain Tribe recently released their debut CD, "All Our Relations" which will be available for purchase during their performance.

The Kid Zone, sponsored by Southern California Edison and CBS Radio, The Route 103.1, will have plenty of free fun for the kiddos. For starters, the Kid Zone stage will feature live music and dance performances. There will be three bounce houses of various sizes. Two swing chair rides will be featured, with one of the rides called the "Tub of Fun" available for adult riders. The Kid Zone will have pony rides, petting zoo, carnival type games, face painting and more!

An added attraction to this event is a festival within the Fall Festival! The Victor Valley Arts and Education Center will present their first High Desert Book Festival with special guest authors including Anne Perry, and a Young Screenwriters Panel. The High Desert Book Festival will feature readings, book signings, guest literary exhibitors, a children's pavilion with visiting authors and story time.

The Victorville Fall Festival will also feature a food court with tasty treats to purchase. The event will include over one hundred vendors and community organizations selling their goods and sharing information. Vendor spaces are still available by calling (760) 245-5551, or visit the City of Victorville's website at [Victorvilleca.gov/Fall Festival](http://Victorvilleca.gov/Fall%20Festival).

This event is made possible by sponsorships and support from local business including major Platinum Sponsors: Southern California Edison, Victorville Harley Davidson, and El Dorado Broadcasters. Gold Sponsors include: Burrtec Waste Industries, The Daily Press and Dr Pepper Snapple.

**About the City of Victorville Fall Festival:** Occurring the first Saturday of October for the past 15 years, the City of Victorville Fall Festival has become one of the biggest and most well attended City sponsored events in the High Desert. This one day street fair experience will be filled with music and dance performances from local entertainers, interesting food vendors, hundreds of arts, crafts and merchant vendors, education and service related information booths, plus FREE activities and rides for young children and the young at heart **This event is always presented as a family friendly event with Free parking, Free admission, and a FREE Kid Zone!**

For sponsorship or vendor information, please visit the City of Victorville website at [www.victorvilleca.gov](http://www.victorvilleca.gov) (quick link – Fall Festival) or call (760) 243-1969.

For media and interview requests, please contact Monica Petersen, Community Relations Coordinator: [mpetersen@victorvilleca.gov](mailto:mpetersen@victorvilleca.gov) or (760) 955-3306.

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