



PRESS RELEASE

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FOR IMMEDIATE RELEASE

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Sponsors & Vendors Invited to Join the City of Victorville 16th Annual Fall Festival

*Just Announced! Event expanded to include special Friday Night Performance by
Phat Cat Swinger on Friday, Oct. 6 at 8 p.m.*

Victorville, Calif. - The City of Victorville is inviting sponsors and vendors to join its 16th Annual Fall Festival scheduled for Oct. 6 and 7 at Victorville City Hall. Due to the Fall Festival's popularity, the City has expanded the event to include new, Friday evening hours from 6 p.m. to 9 p.m. on Oct. 6. Anchoring Friday night's activities will be a special concert performance at 8 p.m. by Phat Cat Swinger, a jazz, rockabilly group known for its high-energy performances, jumpin' rhythms and powerful horn section. Festival hours on Saturday, Oct. 7 will be from 9 a.m. to 4 p.m.

Event sponsorships range in cost from \$300 to \$8,000 and offer a variety of benefits and publicity opportunities. Sponsor contributions will be used to assist with expenses for the Fall Festival, particularly the main stage entertainment and the free rides and games in the KidZone.

Food and merchandise vendor spaces are available in three different packages that range in price from \$40 to \$150. Vendors are encouraged to submit their applications as soon as possible because spaces have sold out in years past. Non-Food spaces will be granted on a first-come, first-served basis.

Each year, thousands of visitors attend this family-friendly street fair that features music and dance performances, food vendors, arts and crafts, merchants, and informational booths as well as a FREE KidZone. This special community event designed for family entertainment and community involvement has many new surprises in store this year.

This year's event will deliver two stages of music and dance performances from local entertainers; terrific food vendors; hundreds of arts, crafts and merchant vendors; education- and service-related information booths; plus FREE activities and rides in the

KidZone. The Main Stage will feature well-known talent including the Willie Cockrell Orchestra, Ballet Folklorico Flores, Native American Performer Eric Runningpath, the Blue Henrys with their twist on Chicago Blues, Classic Rock by Music Formula, plus the band JPGR (John Paul George Ringo)—A Tribute to the Beatles! Guaranteed to raise a smile, JPGR takes audiences back to the excitement, and original sounds the Beatles brought to the world.”

Victor Valley Arts and Education Center will present the Second Annual High Desert Book Festival. Featured again at this "Festival within our Fall Festival" will be local High Desert writers, presentations by guest authors, lectures about the publishing world, a children's storytelling pavilion, and books for sale.

To learn more about sponsorship and vendor opportunities and to download the applications, visit the City of Victorville website at www.victorvilleca.gov (Quick Link: Fall Festival), or call the City of Victorville Community Services Department at (760) 243-1969.

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