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Event Fact Sheet

WHO	MAMMOTH BLUE SKY FEST Food · Wine · Music · Adventure
WHAT	Mammoth's premier cultural event celebrating mountain living, world-class music, epicurean food and wine, and adventurous outdoor activities, benefiting education and the arts in Mammoth Lakes. A three (3-day) festival.
WHEN	Friday, Saturday, and Sunday July 8-9-10, 2011
WHERE	Mammoth Lakes, California – Adjacent to Cerro Coso College
TICKETS	ON SALE APRIL 8, 2011 (See ticket types under Ticket Info) Purchase at www.Vallitix.com, 888-825-5484, Edison Hall, Adjacent to Cerro Coso College, or at the Gate
EVENT INFO	www.BlueSkyFest.com Festival Hotline 888.285.5893, ext.0

Festival Overview

MAMMOTH BLUE SKY FEST is a three (3)-day festival that celebrates food, wine, music, and adventure in the breathtaking Eastern Sierra. Positioned as Mammoth's signature event, the festival celebrates living well while enjoying Mammoth's mountain lifestyle, featuring open-air music, outdoor adventure activities, seminars, and opportunities to experience delicious food and great wines. Proceeds from the auction and the raffle benefit education and the arts.

BLUE SKY MUSIC features an eclectic and energetic line-up of musical genres: rock to world, jazz to funk, blues to bluegrass, and everything in between, performed outdoors among the pines in one of the most beautiful settings in the West with views of the Sherwin Range. The Blue Sky Bowl is located adjacent to Edison Hall.

BLUE SKY ADVENTURE includes daytime activities that encourage participants to take part in Mammoth's summer fun - guided mountain bike rides and hikes, yoga sessions, fly-fishing demos, kayaking, and more. Daytime activities take place in and around Mammoth.

BLUE SKY BENEFIT includes a silent auction, live auction, raffle, informative food and wine seminars and the Blue Sky Food and Wine Experience, a dinner featuring a cooking competition and wine tastings from over 15 wineries. The Benefit takes place Saturday in the Blue Sky Tent, located next to Edison Hall. Wine Pairing Dinners, hosted by local chefs, will be held Friday evening at selected local restaurants. Proceeds benefit Mammoth Lakes Foundation (college and arts) and Mammoth NOW Education Foundation (K-12).

BLUE SKY SEMINARS provides a unique opportunity to learn from leading authorities on a variety of progressive topics including wine appreciation, healthy/eco-conscious living and gourmet cooking demos.

Event Schedule & Venue

FRIDAY, JULY 8

9:00 am-8:00 pm	Festival Registration Box Office (Ticketing)
1:30 pm-4:00 pm	Blue Sky Adventure Activities
1:30 pm-4:00 pm	Seminars Demonstrations Films
12:00 pm-6:00 pm	Silent Auction Bidding Begins Wine Bar
5:00 pm-8:00 pm	Wine Pairing Dinners by Mammoth Chefs
5:00 pm-7:00 pm	Blue Sky Beermaker's Ball (Food, Music, & Beer Tasting)
5:00 pm-9:00 pm	Food & Adventure Vendor Booths (Cash Bar open)
6:00 pm-9:15 pm	Blue Sky Music –featuring New Age Bluegrass Greats: Poor Mans Poison 6:00 pm Brother's Comatose 8:00 pm

LOCATION | VENUE

Edison Hall Blue Sky Bowl Entrance
Various Locations in & around Mammoth Lakes
Edison Theatre Blue Sky Tent
Edison Hall
Various Restaurants
Blue Sky Bowl
Blue Sky Bowl
Blue Sky Bowl

SATURDAY, JULY 9

9:00 am-8:00 pm	Festival Registration Box Office (Ticketing)
9:00 am-4:00 pm	Blue Sky Adventure Activities
10:00 am-4:00 pm	Seminars Demonstrations Films
12:00 pm-5:30 pm	Silent Auction Bidding Concludes Wine Bar
4:30 pm-7:45 pm	Blue Sky Food & Wine Experience (Food served 6 pm)
	Live Auction & Cooking Competition
3:00 pm-10:00 pm	Food & Adventure Vendor Booths (Cash Bar open)
3:00 pm-10:00 pm	Blue Sky Music (music breaks 6 pm-7:30 pm) <Band TBA> 3:00 pm <Band TBA> 4:30 pm Vance Gilbert 7:45 pm <Band TBA> 8:45 pm

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Edison Hall Blue Sky Bowl Entrance
Various Locations in & around Mammoth Lakes
Edison Theatre Blue Sky Tent
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Blue Sky Tent
Blue Sky Tent
Blue Sky Bowl
Blue Sky Bowl

SUNDAY, JULY 10

9:00 am-12:00 pm

Blue Sky Adventure Activities

Various Locations in & around Mammoth Lakes

Ticket Info | Box Office *(For concerts, bring blankets and low-back sand chairs only; NO pets or outside alcohol.)***(Advance Ticket Prices.** Tickets also will be sold on-site at the Box Office and Edison Hall.)**MUSIC & ADVENTURE TICKETS** *(per person ticket costs; tickets subject to service charges, prices higher at door.)*

- TWO-DAY MUSIC/ADVENTURE \$85 *(includes Fri/Sat music, Fri Beermaker's Ball/Tasting*, Fri/Sat adventure, Fri/Sat seminars)*
- FRIDAY BEERMAKER BALL/MUSIC/ADVENTURE \$55 *(includes Friday music only, Friday Beermaker's Ball/Tasting*, Friday adventure, Friday seminars)*
- FRIDAY MUSIC/ADVENTURE \$35 *(includes Friday music only, Friday adventure, Friday seminars)*
- SATURDAY MUSIC/ADVENTURE \$45 *(includes Saturday music only, Saturday adventure, Saturday seminars)*
- 10 and under Free with paid adult

BLUE SKY BENEFIT TICKETS

- SATURDAY FOOD/WINE/MUSIC/ADVENTURE \$TBD *(includes Blue Sky Food & Wine* Experience, auctions, raffle, Sat music, adventure & seminars)*
- FRIDAY WINE DINNER Call for pricing & reservations. See website for details.

Must be 21 years of age.*TICKET LOCATIONS**

- ONLINE at www.vallitix.com or www.BlueSkyFest.com
- VALLITIX TOLL FREE – Call 888-825-5484 or Vallitix Outlets
- IN MAMMOTH LAKES **Edison Hall, adjacent to Cerro Coso College**, 100 College Parkway at Meridian Boulevard (Call 760-349-3781) or **Mammoth Brewing Company's Tasting Room**, 94 Berner Street near The Village (Call 760-934-7141)
- AT THE GATE

BOX OFFICE OPEN (Two locations: Entrance to Blue Sky Bowl, and Edison Hall - adjacent to Cerro Coso College)

- Thursday, July 7 9 am-6 pm
- Friday, July 8 9 am-8 pm
- Saturday, July 9 9 am-8 pm

EVENT INFORMATION

- Toll Free: 888-285-5893, ext 0 and www.BlueSkyFest.com

Parking

- Parking available on-site at Cerro Coso College, and across Meridian Blvd. at Mammoth Middle School. (Suggested parking donation to local schools, \$5.00)
- Town shuttles loop to Mammoth Blue Sky Fest, located adjacent to the Mammoth Campus, Cerro Coso College.
- Attendees are encouraged to walk or ride their bikes.

Travel Times and Accommodations

- **LODGING** at 888-Go Mammoth – Visit www.BlueSkyFest.com/GetHere for lodging and directions
- **CAMPING** nearby (For information, call 888-Go Mammoth)
- **DRIVING DISTANCES/DIRECTIONS:**

San Diego & Orange County: Interstate 15 north, to US 395 north, to State Route 203 (375 miles).**Los Angeles:** Interstate 405 north, to Interstate 5 north, to State Route 14 north, to US 395 north, to State Route 203 west (307 miles).**Bakersfield/Fresno:** State Route 120, Tioga Pass Road east through Yosemite National Park, to US 395 south, to State Route 203 west. (Fresno - 180 miles; Bakersfield – 290 miles). Alternate Route- State Route 99 south to State Route 58 east to US 395 North.**San Francisco & Sacramento:** Interstate 80 east, to State Route 50 east, to the Kingsbury Grade (State Route 207) cutoff, to US 395 south, to State Route 203 west (320 miles).**Las Vegas:** Interstate 15 north, to US 95 north, to Hwy 266 west, turn slight left to State Route 168, to US 395 north, to State route 203 west (310 miles).**Reno/Tahoe:** US 395 south, to State route 203 west (165 miles).

- **TRAVEL BY AIR** | Alaska Airlines®/Horizon Air®

Check www.horizonair.com, or call 800-547-9308 for flight information from Los Angeles, Reno and San Jose. (approximately 1-hour flights)
Taxi, selected hotel shuttles & rental cars available at Mammoth airport.