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FOR IMMEDIATE RELEASE

WHO MAMMOTH BLUE SKY FEST | Food · Wine · Music · Adventure
WHAT Mammoth's premier cultural event celebrating mountain living, world-class music, gourmet 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 1, 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

Blue Sky Fest Celebrates Mammoth's Outdoor Spirit with Food, Wine, Music & Adventure!

3rd Annual Mammoth Blue Sky Fest, in association with Mammoth Lakes Foundation,
benefits education and arts in Mammoth
July 8-10, 2011

(MAMMOTH LAKES, CA – March 28, 2011) The Mammoth Blue Sky Fest returns this summer, July 8-10, with more outdoor fun, and a twist to support local education and the arts!

The event is a celebration of the Eastern Sierra's great outdoors featuring world-class music, outdoor adventure activities, and great food and wine. The 3rd annual festival boasts new activities including an outdoor cooking competition, Blue Sky Beermaker's Ball, and a benefit dinner called the Blue Sky Food & Wine Experience. The festival will hum with activity at its new location, adjacent to the Mammoth Campus of Cerro Coso College, and the Blue Sky Bowl, an exciting new open-air music venue.

"We are excited to join forces with the Blue Sky Fest and be a part of an event that truly celebrates Mammoth's mountain lifestyle and benefits our local community," said Evan Russell, President and CEO of Mammoth Lakes Foundation. According to Russell, all proceeds from the benefit portion of the event go to the Mammoth Lakes Foundation (college and the arts) and Mammoth NOW Education Foundation (K-12).

The **Blue Sky Benefit** includes a silent auction, live auction, raffle, informative food and wine seminars and the **Blue Sky Food and Wine Experience** which is a Saturday evening dinner featuring a cooking competition, wine tastings from over 15 wineries, and a live auction. This is the part of the event where the fun is accompanied by the feel good feeling of giving to two great causes – education and the arts. The auctions, cooking competition, seminars, and wine tasting take place in the Blue Sky Tent, located next to Edison Hall. To add to the food and wine festivities, Wine Pairing Dinners, hosted by local chefs, will be held Friday evening, July 8, at selected local restaurants.

And if beer is more your style, added to the weekend of fun is Friday night's **Blue Sky Beermaker's Ball** including dinner, live music in the Blue Sky Bowl, and beer tasting hosted by Mammoth Brewing Company.

The festival continues its earthy "Get Outdoors" theme with **Blue Sky Adventure** featuring outdoor activities held each day such as guided mountain bike rides and hikes, fly fishing demos, yoga sessions, kayaking, and more. Adventure activities will take place with participating outfitters in and around the Mammoth Lakes area.

(more)

Blue Sky Music features an eclectic and energetic line-up of musical genres: rock to reggae, jazz to funk, blues to bluegrass, and everything in between, and kicks off Friday evening, and continues Saturday afternoon and evening with outdoor concerts at the Blue Sky Bowl, adjacent to Edison Hall. Headliners will be announced in April.

Tickets go on sale April 8, 2011, and can be purchased online at www.vallitix.com; by phone at 888-825-5484; purchased locally at Edison Hall adjacent to Cerro Coso College, Mammoth Brewing Company's Tasting Room at 94 Berner Street near The Village, and at the gate. Advance tickets are available as 1-day, 2-day or all-inclusive festival tickets, and range from \$35 to \$150 (for the Blue Sky Food & Wine Experience.) Children ages 10 and under are free with a paid adult. For all concerts, attendees are encouraged to bring blankets and low-back sand chairs. No pets or outside alcohol are allowed.

For festival event information and updates, call toll free, 888-285-5893, ext. 0, or visit www.BlueSkyFest.com.

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For questions regarding submittal of this release, please contact Sarah Mason, sarah@HarvestMoonPresents.com, or call toll free, 1-888-285-5893, ext. 701.