



Utah Valley

Convention and Visitors Bureau

FOR IMMEDIATE RELEASE

Utah Valley Announces 2010 Festivals and Events Schedule

2010 Season Includes New and Returning Events for All Ages and Interests

PROVO, Utah – May 18, 2010 – The Utah Valley Convention and Visitors Bureau (UVCVB) has announced its 2010 event lineup for festivals and recreational activities. With many new and returning events, spring and summer of 2010 in Utah Valley are packed with a wide variety of tourism options for those living or visiting Utah Valley.

“2010 marks another year of growth for the Utah Valley tourism industry, and we are pleased to welcome Carrie Underwood to the Stadium of Fire in July,” said Joel Racker, President and CEO of UVCVB. “Each spring generates excitement around many upcoming events. Utah Valley tourism continues to grow, and we look forward to another great festival season.”

Upcoming events include the annual Strawberry Days & Rodeo in Pleasant Grove, Scottish Festival at Thanksgiving Point, the Bluebird Café Series at Robert Redford’s Sundance Resort, the Timpanogos Storytelling Festival and more.

“Sundance, along with the UVCVB, is committed to creating dynamic and significant experiences for Utah Valley residents and visitors, their voices and ideas,” said Lucy Ridolphi, Marketing and PR Manager for Sundance Resort. “Our cultural activities exemplify this commitment. Whether it’s enjoying a summer musical performance on our outdoor stage or an afternoon discussion by a bestselling author at the Tree Room Author Series, Sundance offers something for everyone. This intimate community is the perfect escape by being only a moment away but a world apart.”

UVCVB research shows that one in three Utah Valley visitors come to visit family and friends. Because of this finding, event planning continues to emphasize strong family-friendly activities. Year-round family activities are held at Thanksgiving Point, SCERA Theater, the Covey Center for the Arts, Heber Valley Railroad, and Springville Museum of Art.

“Utah Valley truly holds activities for everyone,” Racker continued. “The UVCVB is pleased to be a source of information for Utah Valley and our many annual events. The UVCVB will continue to work with local communities to provide the best activities Utah Valley has to offer.”

For the most up-to-date information on deals, packages, events and festivals in Utah Valley or to book a room, visit www.UtahValley.com or contact the UVCVB at 1-800-222-UTAH (8824).

The 2010 Festivals and Events Schedule includes:

MAY 2010

Sundance Resort Tree Room Author Series [May 22] Featuring Shelton Johnson, author of *Gloryland*.

Lamb & Wool Festival [May 22] See sheep dog demonstrations, wool shearing, wool crafts and many more cultural traditions at Thanksgiving Point.

Pony Express Days [May 27 - June 5] Enter the baby contest, see the Last Stand Softball Tournament and experience the carnival — all during Pony Express Days.

Civil War Encampment [May 29 - 31] Come experience Civil War re-enactments, storytelling, stagecoach rides, cannon demonstrations and much more performed by soldiers of Johnston's Army at Camp Floyd/Stagecoach Inn State Park and Museum.

JUNE 2010

Utah Lake Festival & Free Fishing Day in Utah [June 5] Educational activities about the value and ecosystem of Utah Lake, the largest freshwater lake in Utah. Fishing tournament and clinics, children's activities, sailboat regatta and much more.

Art City Days in Springville [June 5 - 12] Family fun includes a parade, Dutch oven cook-off, hot air balloons, and fireworks.

SCERA presents "Funny Girl" [June 10 - 21] Sit under the stars as you enjoy SCERA's outdoor production of *Funny Girl*, the musical.

Orem Summerfest [June 11 - 12] Celebrate summer with children's crafts at the park, concerts, fair booths, an evening parade and fireworks.

Scottish Festival [June 11 - 12] Join 12,000 others for Scottish dancing, Highland athletics, games, and much more at Thanksgiving Point's Electric Park.

Utah Valley Marathon, Half Marathon & 5K [June 12] Take in spectacular views of cascading waterfalls, majestic mountains and the Provo River.

Strawberry Days in Pleasant Grove [June 13—19] Savor fresh strawberries while taking in an old-fashioned rodeo, carnival, craft fair and parade.

Lehi Roundup [June 21 - 26] Get roped into all the fun with a three-day rodeo, cowboy poetry, horse parade and more.

Sundance Resort Tree Room Author Series [June 26] Featuring Jonathan Alter, author of *The Promise: President Obama, Year One*.

Farmers Markets [June - October] Enjoy locally grown produce and handmade crafts at the Provo Farmers Market [June - October], Pleasant Grove Promenade [July 1 - September 30], Spanish Fork Farmers Market [August - October], Thanksgiving Point Farmers Market [August - October], and more.

JULY 2010

SCERA presents "Willy Wonka" [July 1 - 17] Sit under the stars as you enjoy SCERA's outdoor production of *Willy Wonka*, a family musical. Don't forget your golden ticket!

Sundance Resort presents the Utah Symphony [July 2] Surround yourself with awe-inspiring mountain views and scenery as you listen to the talented Utah Symphony.

Freedom Days [July 2 - 3,5] Freedom Days showcases some of the region's finest specialty products, plus fun hands-on activities, local entertainment, carnival rides and unique foods.

Stadium of Fire [July 3] Experience one of the largest 4th of July celebrations and firework productions in the nation, this year featuring Carrie Underwood.

Grand Parade [July 5] The largest parade of its kind in Utah celebrates freedom through bands and floats, as well as national and local performers.

Sundance Resort Bluebird Café Series [July 9, 16, 23] In the tradition of storytelling, Sundance and Nashville's Bluebird Café bring renowned singers/songwriters to perform their hit songs and tell the stories behind them under the stars at the Sundance Outdoor Amphitheater.

Payson Scottish Festival [July 9 - 10] Dance a Highland jig to the bagpipes and enjoy athletic competitions, activities for children, a parade and traditional ethnic food.

American Fork Steel Days [July 10 - 18] Enjoy the grand parade, fireworks, car show, golf tournament, an art and quilt show and a 5K run.

16th Annual Llama Fest [July 17] Come celebrate not only the llama but also the culture of the Sri Sri Radha Krishna Temple through food, music, weaving demonstrations, dance and competitions.

Spanish Fork Fiesta Days [July 21 - 24] Celebrate with a spectacular parade, children's festival, craft fair, rodeo and fireworks.

Springville World Folk Fest [July 26 - 31] Feel the excitement of traditional folk dance and music from around the world.

SCERA presents "Annie Get Your Gun" [July 30 - August 14] Sit under the stars as you enjoy SCERA's outdoor production of *Annie Get Your Gun*, a musical.

Sundance Resort Summer Theater [July 30 - August 20] *Big River* — a musical based on Mark Twain's *Adventures of Huckleberry Finn* — will be performed under the stars at the beautiful Sundance Outdoor Amphitheater.

AUGUST 2010

Lindon Days [August 2 - 7] Enjoy family activities in the city park, including a pancake breakfast, parade, golf tournament, open horse show and more.

Payson Salmon Supper [August 6] Get ready for an August night of fun and entertainment. Local firefighters cook delicious, fire-grilled Alaskan salmon, baked potatoes and corn on the cob.

Alpine City Days [August 13 -14] Community dinner in the park, firefighters breakfast, and a little buckaroo rodeo.

Sundance Resort Tree Room Author Series [August 14] Featuring Ann Patchett, author of *Run*.

Utah County Fair [August 18 - 21] The Fairest of Them All — Experience a demolition derby, livestock and horse shows, a dutch-oven cook-off, antique car show and more at the Spanish Fork Fairgrounds.

SEPTEMBER 2010

Timpanogos Storytelling Festival [September 2 - 4] With over 27,000 attendees each year, this is the largest storytelling festival in the West. Enjoy great food, live music, jugglers, mimes and puppeteers — all in a beautiful canyon setting. For ages 8 and up.

Payson's Onion Days [September 3 - 6] Enjoy the carnival, craft fair, live entertainment and Labor Day parade.

Festival Latinoamericano [*September 3 - 4, 6*] Head to downtown Provo to experience a celebration of Latin American culture through food, music, dance and more.

Plein Air Art Festival [*September 14 - 18*] Painters and sculptors create works of art in the Thanksgiving Point Gardens.

India Fest [*September 18*] Experience Indian art, cuisine, cultural exhibits, entertainment and fireworks at the Sri Sri Radha Krishna Temple in Spanish Fork.

Contact:

Charlene Christensen
Director of Services
Utah Valley Convention and Visitors Bureau
111 South University Avenue
Provo, Utah 84601
Tel: (801) 851-2102
Fax: (801) 851-2109
www.UtahValley.com

###