

**REGIONAL DISTRICT OF OKANAGAN-SIMILKAMEEN**  
**PRESS RELEASE**  
**August 16, 2010**



For Immediate Release:



**Okanagan Falls Shoots for the Stars with Wild West Fest**  
**Saturday, September 25, 2010**

**Okanagan Falls, British Columbia** - The South Okanagan community of Okanagan Falls will come alive with a great new annual festival known as **WILD WEST FEST** presented by Interior Savings. Building on the legacy of past Okanagan Falls Days and prior Legion Days, Wild West Fest aims to bring local businesses and non-profit groups together with the local community for a day of "Celebrating a Step Back in Time to the Present".

Lisa Ekelund and Myleen Mallach, event coordinators with the RDOS Area 'D' Economic Development Office, are thrilled with the positive response and huge support they have received for the event to date. "This is exactly what our community needs", says Mallach, "it celebrates not only our cowboy heritage, but the diversity of our community today."

The 12 hour celebration starts with a parade at 10 am followed by the festival in Centennial Park through 10 pm. The main attraction of the Wild West Fest will surely be the entertainment with performances planned non-stop for the duration of the festival. For adults, the Giant FM Stage will feature tribute artists such as Alan Jackson, Patsy Cline, and Kenny Rogers. For children, local talent including Mat Duffus and Jake Evans will perform on the Sun FM Stage in the Clownin' Around Kids Korral. The Rona Stompin' Grounds Dance Floor will also be rocking with two step and line dance demonstrations.

***An event for the Ma's, Pa's and Young'ins, and those be 'Teen***

"The first goal of the festival is to showcase the businesses and community groups in and around Okanagan Falls throughout this region-drawing event," says Mallach. "The second goal is to provide attractions, entertainment, and interactive activities that will engage all members of our community - from young families to youth and teens to adults and seniors. There really is something for everyone."

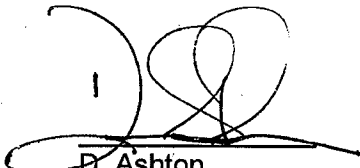
The WILD WEST FEST presented by Interior Savings is lining up to be one action packed day of fun and games. In addition to the entertainment on stage, activities include:

- Sarson's Trading Post Exhibitor Fair
- Chuck Wagon Food Fair
- Royal LePage's Kenny McLean Cowboy Bunk, featuring local cowboy poetry, western art, and live acoustic guitar music
- Jardin's Tumbleweed Tea Tent
- Sentes Corkscrew Saloon (beverage garden), featuring the new Okanagan Falls Winery Association - 1<sup>st</sup> ever Social & Tasting Gala!
- Garnett Valley Gang
- IGA's Chili Cook-off, Corn on the Cob and Apple Pie Eating Contests
- Pharmasave's Wii Fit Family Tent
- Sarson's Cutest Cowboy/Cowgirl Contest
- Holiday Park Resort's Jail 'n' Bail
- Tickleberry's Apple Bob
- Okanagan Falls Elementary Parent Advisory Council's Chicken Bingo
- Western Carnival Games
- Loco Landing on-site with popular features
- Sheep to Shawl
- Old Fashioned Photo Booth
- Pony Express Parade to kick it all off

The full schedule can be found at [www.WildWestFest.ca](http://www.WildWestFest.ca) Admission is \$3 for everyone 6 years and up (children under 5 are free) or pay \$2 per person, if you bring a non-perishable food item for the Okanagan Falls Helping Hand. All proceeds from this festival stay local and help the community. Completely transferrable \$2 tickets will also be sold for food, beverages, activities and contests. Proceeds from these sales will go towards local businesses and local non-profits groups, such as the Legion, Lions, Girl Guides, Elementary PAC, Women's Institute, Heritage and Museum Society, Church Groups, and the Helping Hand. Building a strong community through celebrating together!

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