



NEWS RELEASE

FOR IMMEDIATE RELEASE

DATE: 07/15/10

CONTACT: Norma Moyer, Executive Director
(805) 238-4103 - FAX (805) 238-4029

www.pasoroblesdowntown.org

EMAIL: mainstreet@tcsn.net

For Immediate Release

PASO ROBLES OLIVE FESTIVAL

Paso Robles, CA: The 7th Annual Paso Robles Olive Festival, a Paso Robles Main Street Association event, will be held Saturday, August 21, 2010, 10:00 a.m. to 5:00 p.m., Paso Robles Downtown City Park (Free Admission and fee for wine and beer tasting only). There will also be a Social Mixer held the evening before (Friday, August 20, 2010, from 6 to 8 pm) at the beautiful Paso Robles Inn Ballroom (Tickets are \$25.00) featuring gourmet hors d'oeuvres, local wines and winners of our 2nd Olive Oil Tasting Competition and an opportunity to meet the olive growers.

The Olive Festival features Olive Oil and Olive vendors both locally and outside our county featuring their products along with free olive oil tasting, tasting seminars, cooking demonstrations, and a head-to-head chef cook-off in our outdoor kitchen stadium. Local wineries and breweries will be featured tastings and a commemorative wine glass for a fee. There will be an Olive-inspired cooking contest and delicious olive-inspired food sold in our Olive Festival Culinary Row. Anyone is welcome to enter the cooking contest and/or submit recipes for our Olive Festival Cookbook.

The Cooking Contest Awards are sponsored by Spice Hunter. Entry forms available online, www.pasoolivefestival.com, or Main Street office by calling 805-238-4103.

There will be music and free olive oil ice cream. Enjoy arts and crafts vendors, children's activities, and much more.

"Over the last six years, the popularity of this event has proved that people want to learn more about the health benefits and culinary creativity of olives and olive oil, and that a festival makes it fun for the whole family," said Clotilde Julien, owner of Olea Farm, along with her husband, Yves, who are both members of the Main Street Association Olive Festival committee AND Title Sponsors of this year's event. "In fact," says Clotilde, "we will be bringing the largest olive mill on wheels in the world to display that day. There are four olive mills on wheels world-wide, three one-quarter ton and ours, which is two tons."

For more information contact Paso Robles Main Street Association at 805-238-4103, or visit www.pasoolivefestival.com.

(7/15/10)

Norma Moyer

Executive Director

Paso Robles Main Street Association

835 12th Street, Suite D

Paso Robles, CA 93446

805-238-4103 Fax 805-238-4029

Cell 805-610-9283

www.pasoroblesdowntown.org



[Follow us on Facebook](#)

and Catch our tweets at



www.Twitter.com/PRMainStreet

"One can determine the spirit of a city by looking at its downtown."