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**ANOTHER REASON TO STAY...**

**PASO ROBLES SUMMER FUN!  
WINE & CULINARY FESTIVALS, LOCAL ARTISAN FAIRS, SHAKESPEARE AND MORE!  
MAY – AUGUST 2010**

**PASO ROBLES, CA (May 25, 2010)** – Summertime and the living is easy – the weather is warm, the days are longer and things seem to slow down a bit, making it the perfect time for a much needed vacation. Paso Robles, nestled in the coastal mountain range of central California mid-way between Los Angeles and San Francisco, offers the ideally located respite for families, couples and groups of friends longing to leave their cares behind. Boasting a vast wine region with more than 150 vintners, farm-fresh cuisine, a quaint downtown filled with local artisan shops and galleries and a wide selection of accommodations, it's all here in Paso Robles.

Below is a roundup of not-to-miss events this summer. For more information on attractions, dining and lodging, visit [www.travelpaso.com](http://www.travelpaso.com).

**- MAY -**

**May 28: Street Dance, Chili Cook-Off & Antique Car Show (free!)**

***Downtown City Park***

Live outdoor music and dancing, a chili cook-off and a classic car show provide the perfect mix for celebrating the kick off of summertime. For more information, call (805) 238-4103 or visit [www.pasoroblesdowntown.org](http://www.pasoroblesdowntown.org).

**May 28-30: The 46th Annual Great Western Bicycle Rally**

***Paso Robles Event Center***

Gather some friends, hop on your bikes and get ready for a thrilling weekend of bicycling through the rolling hills of stunning Paso Robles. A variety of routes are geared for all levels of riders so everyone can join in! For more information and to register, call (866) 909-4927 or visit [www.greatwesternbicyclerally.com](http://www.greatwesternbicyclerally.com).

**May 29: The Second Annual Paso Robles Festival of the Arts (free!)**

***Downtown City Park***

Celebrate summer with this magical event for families filled with art, music, children's activities, street performers and much more. For more information, call (888) 988-PASO (7276) or visit [www.prcity.com](http://www.prcity.com).

- JUNE -

**June 5: The Fifth Annual Baby and Children's Fair (free!)**

***Downtown City Park***

The free event celebrates infants, children and families and provides an entertaining way to learn from professional representatives in the fields of health care, prenatal and infant care, children's resources, and recreation opportunities. A variety of food and festival vendors provide enjoyment for the entire family. For more information, visit [www.pasoroblesdowntown.org](http://www.pasoroblesdowntown.org).

**NRCHA Derby: June 15 – 20 (free!)**

***Paso Robles Event Center***

The NRCHA (National Reined Cow Horse Association) Derby, celebrates the working cow horse by upholding vaquero traditions with exciting displays of horsemanship, training and spirit. For more information, call (580) 759-4949 or visit [www.nrcha.com](http://www.nrcha.com).

**June 18 - August 27: Concerts in the Park (free!)**

***Downtown City Park, Friday evenings from 5:30 - 7:30 p.m.***

Enjoy the sounds of live jazz, blues, rock, fusion and more at this free summer concert series in downtown Paso Robles. For more information, visit [www.travelpaso.com](http://www.travelpaso.com).

**June 26: Trading Day and Kids Flea Market**

***Downtown City Park, 9 a.m. - 3 p.m.***

Find that coveted antique table or discover the perfect piece of artwork at this popular outdoor yard sale filled with collectibles and curiosities. Not be left out, children between third and eighth grades will learn the basics of entrepreneurship by selling their own items at the Kids Flea Market. For more information, call (805) 238-4103 or visit [www.pasoroblesdowntown.org](http://www.pasoroblesdowntown.org).

- JULY -

**July 9 - August 14: The Central Coast Shakespeare Festival**

***River Oaks Amphitheater***

***Friday & Saturday, 7:30 – 9:30 p.m.; Sunday, 6 - 8 p.m.***

Enjoy a summer of outdoor classical theater under the stars, with beautiful breezes, on a grassy knoll, next to a beautiful lake! Be sure to bring low back lawn chairs or blankets and a picnic meal to enjoy during the show. For more information and to purchase tickets, visit [www.centralcoastshakespeare.org](http://www.centralcoastshakespeare.org).

**July 10: Second Annual Lavender Festival (free!)**

***Downtown City Park, 10 a.m. - 3 p.m.***

Relax and recharge your spirit at this fragrant festival. Indulge in lavender ice cream and unwind with body oils and bath products infused with this aromatic herb. Learn about lavender cultivation, distillation and sustainable farming practices from growers from around the country. Guests will also be treated to live music, a special children's activities area, a juried arts show, a lavender tasting garden and complimentary samples and demonstrations. For more information, visit [www.cclavenderfestival.com](http://www.cclavenderfestival.com).

**July 21 - August 1: California Mid-State Fair**

***Paso Robles Event Center***

This star-studded annual event features the brightest stars in show business. Headliners this year include uber-popular Justin Bieber, Keith Urban and Toby Keith just to name a few. Accompanying

the live music are carnival rides, fabulous fair food, and amazing Paso Robles wine, of course. For more information and to purchase tickets, call (800) 909-FAIR or visit [www.midstatefair.com](http://www.midstatefair.com).

## - AUGUST -

### **August 7: Paso Robles Rotary 12th Annual Winemaker Cook-off *River Oaks Hot Springs, 6-9 p.m.***

More than 30 winemakers will show off their culinary talents, pairing culinary creations with their finest wines to compete for the Judges' Choice and People's Choice awards. Proceeds from this event support local high school seniors in need of financial assistance for college. For more information and to purchase tickets, call (877) 264-6979 or visit [www.winemakerscookoff.com](http://www.winemakerscookoff.com).

### **August 15 - 22: Snaffle Bit Futurity *Paso Robles Event Center***

Horse-lovers and wanna be cowboys grab your saddles! Presented by the National Stock Horse Association, this horseshow and the world's richest stock horse competition is a must-see! For tickets and more information, call (800) 511-5157 or visit [www.nationalstockhorse.com](http://www.nationalstockhorse.com).

### **August 21: The Seventh Annual Paso Robles Olive Festival *Downtown City Park, 10 a.m. - 3 p.m.***

Bring the family for a day of olive-inspired fun. Enjoy complimentary olive oil and olive product sampling (including olive oil ice cream!) from producers from all over California, a "Culinary Row" filled with delectable local cuisine, local wine & beer tasting and an open olive dish cooking contest. A special Pre-Olive Festival Mixer on August 20 kicks off the celebration. For more information and to purchase tickets, call (805) 238-4103 or visit [www.pasoroblesolivefestival.com](http://www.pasoroblesolivefestival.com).

## **ABOUT TRAVEL PASO ROBLES ALLIANCE**

California has a place for you to stay - and the hotels and innkeepers of Paso Robles have created an organization to help you experience it yourself.

Paso Robles is an affordable, world-class destination big on value, beauty and experiences - and a car ride away for most Californians.

From luxurious inns to leading brand hotels, reliable budget and specialty accommodations, members of the Travel Paso Robles Alliance offer the value of quality accommodations with comprehensive conference, spa, dining, business and sight-seeing amenities. Mid-week and extended stay packages ensure visitors have all the time they would like as they explore the many attractions of this culturally rich destination: vibrant downtown, internationally known, award-winning wineries, gourmet dining, equestrian activities, fairs, concerts, cultural events, Hearst Castle State Park, lakes, hiking, early California missions, and a gateway to beaches and the state's most beautiful recreation areas.

The Travel Paso Robles Alliance ([www.travelpaso.com](http://www.travelpaso.com)) is a group of 19 area hoteliers formed in 2008 so business; leisure and large group travelers can discover the Authentic California™ experience of the Central Coast.

For information on how to make the most of your stay in Paso Robles, contact: (805) 227-PASO, [tourism@prcity.com](mailto:tourism@prcity.com).

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