

FESTIVAL MEDIA COVERAGE

Highlights

A & E Entertainment

“Ultimate Holiday Town USA”

Food Network, National Television

"All American Festivals Series"

70 Million Viewers, ½ Hour Spot

PBS, Television

"Visiting With Huell Howser"

Aired in the Greater Los Angeles Market

USA Today, National Newspaper

"1 of 10 Great Places To Savor A Regional Food Festival"

2.25 Million Readers

Additional Coverage

Magazines

Sunset

Bon Appetit

Saveur

Good Housekeeping

Westways

Newspapers

The Wall Street Journal

The New York Times

LA Times

Orange County Register

San Diego Tribune

Riverside Press Enterprise

The Desert Sun

Local TV Affiliates

ABC, KESQ-TV

CBS-TV

NBC, KMIR-TV

FOX, KDFX-TV

Univision, KVER-TV

Telemundo