

FOR IMMEDIATE RELEASE

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Announcing the Second Annual Valley Blues Festival An East Bay Cultural Event

Castro Valley, CA – June 21, 2010: The Castro Valley Rotary Club, with the help of local East Bay merchants and service organizations, will once again be staging the Valley Blues Festival. This year the event takes place on Saturday, September 18, 2010, from noon to 6 pm. The festival highlights local blues musicians in a fun, relaxed atmosphere, and combines it with other outdoor activities to make it a great afternoon outing for blues fans of all ages. The Festival will take place at the Rowell Ranch Rodeo Grounds, halfway between Castro Valley and the Dublin/Pleasanton area.

“We had a great time last year, and look forward to providing folks an even better event this year,” said Festival organizer and Rotary Club member Darrell Lavin. “Rowell Ranch provides the perfect place to take in a blues concert, with its intimate setting and rural feel, yet is just minutes from the Tri-Valley and Castro Valley, Hayward and San Leandro. And, it gives us all a chance to enjoy the talents of local area musicians!”

Featured performers include:

Little Wolf and the Hellcats (www.hellcatblues.com)
The Von Trapps (www.thevontrapps.com)
The Marshall Law Band (www.marshall-law-band.com)

For more information about the Valley Blues Festival, visit www.valleybluesfestival.com.

The Valley Blues Festival is a fund-raiser for the Castro Valley Rotary’s charitable contribution program. “We were seeking new ways to engage our community culturally, and at the same time make it easy to contribute to our local grant program,” said fellow organizer and Rotarian Randy Vanderbilt. “We look at the Blues Festival as a popular, easy-to-enjoy way to make a contribution to helping local charities such as the local Arts, Sports and Educational Foundations while enjoying a great afternoon of music. This sort of community support is especially critical in a time of tight budgets, so we are very happy to do our part, and also provide such fun entertainment.”

The Festival will take place from 12 pm to 6 pm at Rowell Ranch, 9711 Dublin Canyon Road, Castro Valley, CA. Tickets are \$15 at the door (\$10 in advance). You may purchase advance tickets online at www.valleybluesfestival.com.

About the Castro Valley Rotary:

The Castro Valley Rotary Club (www.castrovalleyrotary.org) is a local Chapter of Rotary International, a service organization dedicated to humanitarian service, encouraging high ethical standards in all vocations, and helping to build goodwill and peace in the world. The Castro Valley Rotary Club, founded in 1953, has raised thousands of dollars for local charities and activities in the Castro Valley area. In 2009-2010, chapter members raised over \$30,000, using those funds to support multiple different causes during the year.

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