



**FOR IMMEDIATE RELEASE**

Contact: Amber Sommerville

Office: (909) 888-6788 ext. 410

Cell: (909) 227-7821

Email: amber.sommerville@yahoo.com

**Organizers Celebrate a Successful 96<sup>th</sup> Annual Run of the  
Festival at the National Orange Show**

*Yearly event sees an increase business and community involvement*

**San Bernardino, Calif, June 1st, 2011:** GCF Events along with Ray Cammack Shows is proud to announce its second successful production of the Festival at the National Orange Show. An annual tradition of the National Orange Show Organization for 100 years (with the exception of 4 years during WWII), the Festival was adopted and revitalized by the two companies in 2010.

The 5-day Festival during Memorial Day weekend featured family-friendly activities including state-of-the art carnival rides, art exhibits, fair-food, shows, and FREE headline entertainment with artists such as Eddie Money and Smash Mouth.

The Read-and-Ride program, which offered K-8<sup>th</sup> students FREE rides in exchange for reading up to three books, doubled its numbers in community participation since last year.

New activities this year included a Car Show with over 40 participating car owners and a well-received "Mercado" area, sponsored on Saturday and Sunday by supermarket chain El Super, which offered FREE games and product freebies to guests.

Event organizers were pleased with the attendance and no major incidents were reported. "Safety is one of our highest priorities for our events," commented Tony Fiori, Director of Media Marketing for RCS, "We always feel great when we can pull off an event with thousands of attendees and have almost no issues."

Several local radio stations, including Que Buena, KGGI, KOLA, and KCAL broadcast live from the grounds over Memorial Day weekend. Other participating companies included Morongo Casino Resort and Spa, Ford, O'Reilly, and Sierra Mist.

**ABOUT GCF EVENTS**

GCF Events, LLC, a subsidiary of Ray Cammack Shows is a company formed for the purpose of organizing and promoting fairs and festivals.

**ABOUT RCS**

Ray Cammack Shows "RCS" are leaders in change; they are renowned for their seasoned experience in providing the latest technology in family entertainment. For more information visit us at [www.RCSfun.com](http://www.RCSfun.com)

The National Orange Show Events Center is located at 690 Arrowhead Avenue in San Bernardino. You can call us at (909) 888-6788 ext 462 or find us at [www.nosfestival.com](http://www.nosfestival.com)

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