



Contact: Michelle Whitaker, Communications Manager
Rutherford County Tourism Development Authority (TDA)
Address: 1990 U.S. 221 South, Forest City, NC 28043
Office: (800) 849-5998 **Cell:** (828) 748-0386 **Fax:** (828) 247-0499
Email: michelle@rutherfordtourism.com

FOR IMMEDIATE RELEASE

Apr. 21, 2009

Endless Summer’s Event – Filled Kickoff

May 1-3, Events Pair with Rutherfordton’s MayFest to Draw Music Lovers, Families, Anglers and Cyclists

Rutherford County, NC – May 1-3, a don’t-miss weekend of events is your readymade getaway to Lake Lure & the Blue Ridge Foothills. With something for all ages, interests and budgets, it’s the perfect excuse to come, stay and take part in the kickoff of our Endless Summer.

Everyday —for lots of reasons — people come to Lake Lure & the Blue Ridge Foothills, but this weekend offers even more!

- The Little River Band
- A Night at the Races Kentucky Derby Party
- MAY FESTival on Main Street
- Rush for the Gold
- Gears and Gables Bike Race
- Olympiad Fly-Fishing Masters Tournament

Here’s a preview of it all. For more, visit: www.EndlessSummerSeries.com, or call us at 800-849-5998.

The Little River Band

Date: Friday, May 1, 2009

Where: The Rowdy Rib, 191 North Main Street, Rutherfordton, NC

Cost: Tickets on Sale April 20th

Highlights:

Capacity crowds across America and beyond continue to attest to the enduring appeal of Little River Band ... on CD and in concert. As they approach their 35th anniversary, each year promises to be a very special one — as does this night — for a band that really has withstood the test of time.

A Night at the Races Kentucky Derby Party

Date: Friday, May 1, 2009

Time: 6:30 p.m.

Where: KidSenses Children’s InterACTIVE Museum, 172 North Main Street, Rutherfordton, NC

Cost to Enter: \$25, food and beverages included – a KidSenses fundraiser

Highlights:

- Big screen audience-participation horse race re-creation offers experience of being at the Kentucky Derby
- “Named Horse” race lets you name your own horse
- Guests use play money to back their horses
- The fun of KidSenses’ many exhibits and activities

Gears and Gables Bike Race

Date: Saturday, May 2, 2009

Time: 7 a.m. - Until

Where: Begin and end at First Baptist Church Rutherfordton, 246 N. Main St.

Cost to Enter: Free to Watch! (Donations accepted for the Rutherford Housing Partnership.) Race is Invitation-Only.

Highlights:

- Come watch 50 regional cyclists compete on a 125-mile route
- Help provide urgent repairs to homes by sponsoring

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The 37th Annual MAY FESTival

Date: Saturday, May 2, 2009

Time: 8:30 a.m. to 5 p.m.

Where: Main Street in Rutherfordton

Cost to Enter: Free!

Highlights:

- The live bluegrass of Carolina Jasmine, Bobby and Blue Ridge Tradition, Backstreet, and Generation Gap
- Rutherfordton's Rides: a car, truck and motorcycle show
- 100+ arts & crafts vendors
- "Truman's Playland" play inflatables, rock-climbing, games and more
- Guitar Hero World Tour Tournament
- Petting Zoo
- All your favorite fair-friendly food vendors

18th Annual Rush for the Gold

Date: Saturday, May 2, 2009

Time: 5:30 p.m. to 8:30 p.m.

Where: Main Street in Rutherfordton

Cost to Enter: \$50 per team of 6; a Fundraiser for Downtown Rutherfordton

Highlights:

- Gather your team of 6 and get ready for this "crazy" hunt of solving riddles and following clues using downtown Rutherfordton as the game board.
- Prizes: Grand prize for the winners -- dinner that night at the Rowdy Rib; other cash prizes.

Olympiad Fly-Fishing Masters Tournament

Date: Saturday & Sunday, May 2 & 3, 2009

Time: All Day

Where: Lake Lure and the Rocky Broad River

Cost to Enter: \$50

Highlights:

- Day 1, anglers in adult and youth divisions will be judged on distance and accuracy in casting.
- Day 2, the top ten adult division finishers will be judged on the combined length of three fish caught within a specified time.
- Prizes: Cash prizes and Olympiad medals
- Unlike secluded-location fly-fishing tournaments, much of this competition takes place along the Upper Rocky Broad River. Here, family and friends have easy road access and exceptional views of fishermen.

Endless Summer runs through August. Check it out on EndlessSummerSeries.com.

Here -- the possibilities are endless.

Lake Lure & The Blue Ridge Foothills operates visitors' centers in Forest City and Lake Lure, N.C. The area is home to filming locations for the blockbuster movies "The Last of the Mohicans" and "Dirty Dancing." It is also the site of HGTV's Dream Home 2006.

###END OF RELEASE###