



La Crescent Apple Festival, INC.

P.O. BOX 65
LA CRESCENT, MINNESOTA 55947
PHONE: 507-895-2800

Dear Friends,

As we prepare for the 62nd La Crescent Apple Festival, we remember the friendships that we've developed and look forward to meeting our future friends. It is in this spirit that we cordially invite you to attend our 2010 Festival, which is the weekend of September 16th through the 19th in La Crescent, MN. Events for the weekend will include:

President's Reception

This year's festivities will begin with our President's Reception. President Lenys Hill invites you to join her for fellowship, food, and drinks on Saturday, September 18th at the Commodore Club which is located at 215 S. Chestnut, La Crescent. The reception is from 4:00 PM to 6:00 PM and will include a full meal, which will be served at 5:00 PM.

Miss La Crescent Coronatio0

At 7:00 PM on Saturday, September 18th, the Applefest Coronation will take place at the La Crescent High School Auditorium. This event includes the crowning of the 2010 Miss La Crescent, Apple Queen of Minnesota, and her court. We will introduce Visiting Royalty during this event.

Miss La Crescent Queen's Tea

On Sunday, September 19th, we invite you to meet the new 2010 Miss La Crescent and her court at our Queen's Tea, which will be held at the La Crescent American Legion, 509 N. Chestnut St, La Crescent, from 10:30 AM to 12:00 PM. The Queen's Tea is hosted by 2009 Miss La Crescent Mallery Schoen, Princess Bryn Trisler, and Princess Megan Wolf, and their families.

King Apple Parade

Following the Queen's Tea is the 62nd Annual Applefest King Apple Parade. We look forward to you joining us for one of the longest-running parades in the Coulee Region.

Post-Parade Hospitality Party

Immediately following the parade, we invite you to join us for food and entertainment at the King Apple Tent, which is located at the festgrounds. Entertainment for the afternoon is by our own Apple Annies. The King Apple Parade winners will be announced during the Post-Parade Hospitality

Printed on the back of this letter is a listing of the packages available and prices. Also included is a form for ordering your packages. Your ticket order should be sent no later than September 1st and payment must be included to reserve your tickets.

Hotel accommodations are available at the Best Western Midway Hotel in La Crosse, WI, which is 3 miles from La Crescent. Included with this letter are the rates and reservation information. To ensure availability, we recommend that you reserve your room(s) by August 15th. When making your reservations, please state that you are with La Crescent Applefest to ensure that you receive the rates listed.

If you have any questions, please feel free to contact Sarah Dohnalik at (507) 895-3117 or hospitality@applefestusa.com. Also, watch our website at www.applefestusa.com for the complete 2010 Applefest Schedule of events.

We look forward to seeing you the weekend of September 16th through the 19th.

Sarah Dohnalik
2010 Applefest Hospitality Chairperson

2010 LA CRESCENT APPLE FESTIVAL

VISITING ROYALTY & DIGNITARIES PACKAGES

Below are the packages available for the 2010 La Crescent Apple Festival. In addition to the events below, we also invite you to join us for our Queen's Tea and the Post Parade Hospitality Party on Sunday, September 19th. There is no charge for the Queen's Tea or Post Parade Hospitality Party. **Please note** – a button is required for the President's Reception and the Coronation.

Package A: Red Gala Package - \$23.00

Includes:

- President's Reception Dinner
- Miss La Crescent Coronation
- Official Applefest Signature Button

Package B: Zestar Package - \$8.00

Includes:

- Miss La Crescent Coronation
- Official Applefest Signature Button

Individual Event Tickets:

- President's Reception Dinner - \$15.00
 - Miss La Crescent Coronation - \$4.00
 - Applefest Button - \$5.00
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HOTEL INFORMATION

Best Western Hotel

1835 Rose St
La Crosse, WI 54601
(608) 781-7000

\$94 per room plus tax

7 Rooms Available for Friday, September 17th
25 Rooms Available for Saturday, September 18th

2010 La Crescent Apple Festival

Visiting Festivals & Dignitaries

Reservation and Ticket Purchase Form

Festival: _____
Contact Person: _____
Address: _____
Phone #: _____
Email:** _____

****Going Green** – we request that you provide your email address. Your order confirmation and additional information will be emailed at the beginning of September.

Package Selections:

Please see the Visiting Royalty & Dignitaries Packages sheet for a complete list of the tickets included in each package. If you do not wish to purchase a package, you may choose to order individual tickets separately.

Event:	# of Tickets	Cost per ticket	Total Amount
Package A		\$23.00	
Package B		\$8.00	

Individual Tickets:

Complete this section only if you are not purchasing packages and instead, are purchasing individual tickets.

**Button required for the event*

Event:	# Ordered	Cost per ticket	Total Amount
President's Reception*		\$15.00	
Miss La Crescent Coronation*		\$4.00	
Applefest Button		\$5.00	

Total Amount Enclosed: _____

Make check payable to: La Crescent Apple Festival Inc.

Coronation Announcement:

At our Coronation, we will ask one person from your Royal Family to introduce the rest of your group. Please provide the name and title of the person who will be doing your introductions:

Name: _____

Title: _____

Please return by September 1, 2010. Return to:

Sarah Dohnalik
 President's Reception Chairperson
 P.O. Box 65
 La Crescent, MN 55947

Questions: Contact Sarah Dohnalik at Hospitality@ApplefestUSA.com or 507-895-3117.