

Dear Friends,

As we prepare for the 69th Annual 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 2017 Festival, which is the weekend of September 14th through the 17th in La Crescent, MN. Events for the weekend will include:

President's Reception

President Verissa Jonsgaard invites you to join her for fellowship, food, and drinks on Saturday September 16th at Pine Creek Golf Course which is located at 3815 N Pine Creek Rd, La Crescent. The reception is from 4:00 PM to 6:00 PM.

Miss La Crescent Coronation

At 7:00 PM on Saturday, September 16th, the Applefest Coronation will take place at the La Crescent High School Auditorium. This event includes the crowning of the 2017 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 17th, we invite you to meet the new 2017 Miss La Crescent and her court at our Queen's Tea, which will be held at the Church of the Crucifixion, 420 S. 2nd Street, La Crescent, from 10:30 AM to 12:00 PM. The Queen's Tea is hosted by 2016 Miss La Crescent Alexandria, 1st Princess Rebecca, 2nd Princess Morgan and their families.

King Apple Parade

Following the Queen's tea is the 69th Annual Applefest King Apple Grande Parade. We look forward to you joining us for one of the longest-running parades in the Coulee Region.

Printed behind 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 Days Inn La Crosse WI, which is 6 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 14th. When making your reservations, please state that you are with La Crescent Applefest to ensure that you receive the rates - listed. If you have questions, please feel free to contact Meghan Schossow at 507-313-2655 or hospitality@applfestusa.com. Also, watch our website at www.applfestusa.com for the complete 2017 Applefest Schedule of Events.

We look forward to seeing you the weekend of September 14th through the 17th.

Meghan Schossow 2017 Applefest Hospitality Chairperson

2017 La Crescent Apple Festival Visiting Royalty & Dignitaries

Hotel Information

Days Inn & Suites

101 Sky Harbour Dr, La Crosse, WI 54603

Phone (608)783-1000

Fax (608)783-2948

\$79 per room plus tax

Rooms available for Friday, September 15th

Rooms available for Saturday, September 16th

All rooms must be reserved on or before 8/14/2017, be sure to state that you are reserve your room under Applefest to be sure you receive the price listed above. Rooms reserved after the date above will be release to the public.

2017 La Crescent Apple Festival

Visiting Festivals & Dignitaries

Reservation and Ticket Purchase Form

Festival	
Address	
Phone Number	
Email Address	

Package Selections:

Please see the Visiting Royalty & Dignitaries Packages sheet for a complete list of the tickets included in each package. Please note: Packages are available for pre-sale only. President's Reception tickets are NOT available at the door. Coronation tickets are available at the door. Button is required for both events.

Event	# of Packages	Cost per Package	Total Amount
Package A		\$25.00	
Package B		\$20.00	
Package C		\$10.00	

Total Amount Enclosed: _____

Make check payable to: La Crescent Apple Festival Inc.

Coronation Announcement:

Please return by September 1, 2017

Return to:

Meghan Schossow

President's Reception Chairperson

PO Box 65

La Crescent, MN 55947

Questions: Contact Meghan Schossow at Hospitality@ApplefestUSA.com or 507-313-2655

Packages

Below are the packages available for the 2017 La Crescent Apple Festival. In addition to the events below, we also invite you to join us for our Queen's Tea.

Please note: All ticket prices are pre-sale only. President Reception tickets are only available for pre-sale. Tickets will not be available at the door. Coronation tickets will be available at the door. A button is required for both events.

Package A: Red Gala Package - \$25.00

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

Package B: La Crescent Package - \$20.00

- President's Reception
- Official Applefest Signature Button

Package C: Zestar Package - \$10.00

- Miss La Crescent Coronation
- Official Applefest Signature Button