

Thank you for your support!

A B O U T U S

The La Crescent Apple Festival was founded in September 1949 by Ralph Jones and Mel Hickenbotham, with the purpose of promoting La Crescent, its apple industry, and “putting La Crescent on the map”. The initial planning session was held just two weeks prior to fest.

The first Apple Festival was a huge success, drawing a crowd of nearly 20,000 people and was just a sample of what was to come, as the festival has grown in size and quality every year.

La Crescent Apple Festival Inc. is made up of board members who volunteer year round to ensure a successful Applefest.

Applefest would not go on without the help of all the volunteers from our community.

Thank You!



2022-23 Royalty

Miss La Crescent	Kiersten Bakalars
1st Princess	Kaitlyn Miller
2nd Princess	Nicole Rudert

2022-23 Board of Directors

Mandi Lenser (President)
Trever Harwell (Vice President)
Kailey Wieser (Treasurer)
Justine Vanderzee (Secretary)
Christina Ives, David Vanderzee, Nikki Miller,
Robin Wieser, Lucas Wieser, April Wright,
Heather Stokely, Amy Schuster, Vickie Bakalars,
Kathy Thoen, Meagan Waddell, Ryan Deicher,
Kim Czechowicz

S P O N S O R S

\$2,000 Diamond

American Legion Post 595
Merchants Bank
WXOW TV 19

\$1,500 Ruby

Bobcat of the Coulee Region
Gillette Pepsi - Cola

\$1,250 Platinum

Wieser Brothers General
Contractor
Pearl Street Brewery

\$1,000 Gold

Home Federal
Schmitt's Time Out Tavern
P&T Electric
Kunes RV
Clason GMC
Kwik Trip

\$750 Silver

Schott Distributing
Pine Creek Golf Course

\$500 Bronze

AI's Concrete Products
Connected Family Chiropractic
Crest Precast Concrete
ESB Banking & Insurance
Gundersen Clinic La Crescent
Kaddy's Kafe
Pat's Insurance Agency
Sterling Pharmacy
Thorson Graphics
Zenke, Inc
LAX Print
Nicole's School of Dance
Reliable Pest Management

\$350 Regent

Chiropractic First of
La Crescent
Poellinger Inc.
American Marine

\$250 McIntosh

La Crosse Sign Company
Little Dutch Repair
MI Energy
Quillin's
Ready Bus Line
Wieser Precast

\$150 Fireside

Amber Thorson Photography
American Purchasing Services
The Barn on South Ridge
Bauer's Market
Breyer's Sales and Services
Buehler Landscaping Inc
Corky's Pizza
Graf Electric
Hein Orchard
La Crosse Memorials
Niebeling Cleaning
News 8000
Sewing by LuAnn
The Butcher Shoppe
TJ's Auto Glass
WA Group
Wieser Law Office, PLLP

75th
La Crescent
Applefest
Sept. 15-17, 2023



Applefest 2023 Prefest Event

Senior Citizen Luncheon

Wednesday, September 13, 2023
 11:00 am – 1:00 pm
 La Crescent Area Event Center
 595 Veterans Pkwy
 Sponsored by SwingBridge

**Button Required*



Healthy Community Partnership Bike Corral
 Dedicated Bike Parking - North Entrance of fest grounds

THURSDAY, SEPTEMBER 14TH

NEW Torchlight Parade

- » 7:30 pm start
- » Lineup at Veterans Park
- » Route: Veteran's Pkwy, right on N. 4th St., left on N. Walnut St., right on S. 2nd St., ending at Crucifixion School

Please enjoy food and refreshments at our local establishments:
 SwingBridge Pub, TimeOut Tavern, Sports Hub Bar and Grill,
 Affogato Lane, and Corky's Pizza

FRIDAY, SEPTEMBER 15TH

- 4:00 pm – 1:00 am *Refreshment Tent Opens (Sponsored by Pearl Street Brewery)
- 4:00 pm Family Fun Shows Carnival
- 5:00 pm – 9:00 pm Wristband for Carnival
- 6:30 pm – 8:30 pm *Blue Collar 40
- 7:00 pm – 8:00 pm Tapping of the Red Apple Keg (Sponsored by Pearl Street Brewery)
- 9:00 pm – 12:00 am *Something Familiar (Sponsored by Schmitt's TimeOut Tavern)

SATURDAY, SEPTEMBER 16TH

- 6:30 am – 8:15 am 5K Registration and Packet Pick Up (24 S. Walnut St. – Quillin's Parking Lot)
- 8:30 am La Crescent Applefest 5k - Race Starts
Starts at City Hall, Ends at Old Hickory Park
Children's Race to Follow – Old Hickory Park
- 7:00 am – 4:00 pm Chalk Fest
\$29/person – High School sidewalk
Contact Community Ed. for more information
- 9:00 am – 3:00 pm Maker's Market
La Crescent Area Event Center
595 Veterans Pkwy.
- 10:00 am – 4:00 pm La Crescent History Center & Apple Museum
328 S. 3rd St. - This year, all past Applefest Queen pictures will be on display!
- 10:00 am Check in for Little King and Little Miss
- 10:30 am Little King and Little Miss Pageant (NEW LOCATION) Crucifixion School Auditorium (Sponsored by Thorson Graphics)
- 11:00 am Family Fun Shows Carnival
- 11:30 am *La Crescent Applefest Cornhole Tournament (Sponsored by Sterling Pharmacy and Pat's Insurance) - \$20 per 2-person team - Bags fly at 12:30 pm - King Apple Tent
- 11:00 am Kiddie Parade Registration (Sponsored by Crest Precast)
Crucifixion Parking Lot
Theme: Sweet As Apple Pie
- 12:00 pm Kiddie Parade Starts
Crucifixion Parking Lot
- 12:30 pm Big Wheel Races (Sponsored by Al's Concrete Products) Crucifixion Parking Lot
- 12:00 pm – 1:00 am *Refreshment Tent Opens (Sponsored by WXOW-19)
- 1:00 pm – 5:00 pm Wristband for Carnival . . .
- 12:00 pm The Apple Jacks: A Base Ball Club of La Crescent vs. Fillmore Fungi - Old Hickory Park
- 1:00 pm – 3:00 pm BINGO - King Apple Tent
Kid's Activities, near King Apple Tent: (Sponsored by Connected Family Chiropractic)
- 3:00 pm – 6:00 pm Applefest Photo Booth
- 3:00 pm – 3:45 pm Magic of Isaiah
- 3:45 pm – 6:45 pm Tappy's Face Painting, Balloons by Kevin
- 4:00 pm – 6:00 pm President's Reception (Sponsored by Wieser Brothers General Contractors, Inc.)
SwingBridge Pub
Pre-purchased ticket required - \$50 + button
- 5:30 pm – 7:30 pm *Overplayed (Sponsored by The Butcher Shoppe)
- 6:30 pm (Doors) Applefest Queen Coronation (Sponsored by Pepsi – Cola Bottling of La Crosse)
La Crescent High School Fine Arts Center, \$10 + button
- 8:00 pm – 12:00 am *Hillbilly Rocketship - King Apple Tent (Sponsored by Bobcat of the Coulee Region)
- 8:00 pm – 12:00 am *Applefest Photo Booth – King Apple Tent

SUNDAY, SEPTEMBER 17TH

SUNDAY FUNDAY!!!
 NO BUTTON REQUIRED FOR SUNDAY EVENTS

- 12:00 – 10:00 pm Refreshment Tent Opens (Sponsored By Zenke, Inc.)
- 12:00 – 6:00 pm Family Fun Shows Carnival
- 2:00 pm – 6:00 pm Wristband for Carnival
- 1:00 pm King Apple Parade (Sponsored by Gundersen Clinic – La Crescent & Acentek) (Parade will begin on Main St. and end on Lancer Blvd.)
- 4:00 pm – 5:00 pm Apple Annie's
King Apple Tent
- 5:00pm – 9:00pm Daddy's Girls - King Apple Tent (Sponsored by ESB Bank)

