

# About Us

La Crescent's first Apple Festival was September 1949. La Crescent resident Mel Hickenbotham proposed the idea to Ralph Jones as a celebration to promote La Crescent's apple industry and "put 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. The crowd exceeded all expectations 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 a board members who volunteer year-round to ensure a successful Applefest.

Applefest could not go on without our community volunteers and financial support of our sponsors.

Thank you!

## 2023-2024 Board of Directors

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## 2023-2024 Royalty

*Miss La Crescent*

Kamryn Jorgenson

*Princess*

Emma Osley

# Sponsors

Thank you for your support!

## \$2,000 Diamond

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Gittens-Leidel American Legion Post 595  
Merchants Bank  
Mid-West Family La Crosse  
Pine Creek Golf Course  
Wieser Brothers General Contractor, Inc  
WXOW TV 19

## \$1,250 Platinum

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## \$1,000 Gold

Bobcat of The Coulee Region  
Home Federal - La Crescent  
Johnson Livings  
Kunes RV  
Russ Davis, Wholesale Foods

## \$750 Silver

Clason Buick GMC, Inc.

## \$500 Bronze

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ESB Banking and Insurance  
Gundersen Health Systems - La Crescent  
La Crescent Auto Repair  
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Sterling Pharmacy - La Crescent  
Thorson Graphics  
TimeOut Tavern

## \$350 Regent

Chiropractic First of La Crescent  
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Connected Family Chiropractic  
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La Crescent Lion's Club  
Michelle Wilde  
Southwind Orchards  
Swing Bridge  
WA Group  
Wieser Law Office, PLLP  
WKBT News 8 Now



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# La Crescent Applefest

Sept. 20-22, 2024



\*Button required for these events.

# Prefest Events

## \*Apple Annie Cabaret

**Saturday, August 24, 2024**

Doors: 6:00pm, Show: 6:30pm

\$10 per ticket

La Crescent Area Event Center

Sponsored by Home Federal - La Crescent

## \*Queen Candidate Style Show

**Sunday, August 25, 2024**

Doors: 2:30pm, Show: 3:00pm

Free Admission

La Crescent Area Event Center

Sponsored by Pat's Insurance

## \*Apple Cobbler Golf Scramble

**Saturday, September 14, 2024**

4-person teams (Men, Women, Co-ed, all ages)

Per person: \$60 non-member, \$50 member

Shotgun starts at 8:00am and 1:30pm

Pine Creek Golf Course

Includes 18 holes, cart, & lunch

Sponsored by Pine Creek Golf Course

## \*Golden Apple Luncheon

**Wednesday, September 18, 2024**

11:00am-1:00pm

\$15 meal ticket (includes Applefest button)

La Crescent Area Event Center

Sponsored by Eagle Crest Communities

## \*Bower Power Euchre Tournament

**Thursday, September 19, 2024**

1:00pm

\$5 & \$0.25 per bump

Wieser Pavillion

Sponsored by Altra Federal Credit Union - La Crescent

## \*Shake, Rattle & Roll - Bunco

**Thursday, September 19, 2024**

1:30pm

\$5 to play

La Crescent Community Building

Sponsored by Kunes RV

# THURSDAY, SEPTEMBER 19

**Light Up La Crescent Parade** (Sponsored by Oak Street Designs)

- Starts at 7:30 pm
- Lineup at Crucifixion School at 6:30 pm

Route: Crucifixion parking lot, left on S. 2nd St., left on S. Walnut St., right on N. 4th St., left on N. Chestnut St., ending at Veteran's Pkwy. "Parking Lot Party" to follow parade. *Please enjoy food and refreshments at our local establishments - SwingBridge Pub, TimeOut Tavern, Sports Hub Bar and Grill, Affogato Lane & Corky's Pizza.*

# FRIDAY, SEPTEMBER 20

**Military Appreciation Night!** No button required for veterans and active military that show military ID.

- 4:00pm-1:00am** \*Refreshment Tent Open (Sponsored by Gittens-Leidel American Legion Post 595)
- 6:30pm-8:30pm** \*Brianna Rae Band (Sponsored by P&T Electric)
- 7:00pm-8:00pm** \*Tapping of the Red Apple Keg (Sponsored by Pearl Street Brewery)
- 9:00pm-12:00am** \*Unhinged (Sponsored by Crest Precast Concrete)

# SATURDAY, SEPTEMBER 21

- 7:00am-8:00am** **5K Registration and Packet Pick Up** (24 S. Walnut St. - Quillin's Parking Lot)
- 8:00am** \*Refreshment Tent Opens (Sponsored by Wieser Brothers General Contractors Inc. & Angie Wilson - Gerrard Hoeschler Realtors)
- 8:00am** \*Check-in for Big Apple Kickball Bash Tournament (\$100 per 10-person team) Festgrounds (NO carry-ins)
- 8:30am** \*Big Apple Kickball Bash Tournament (Sponsored by TimeOut Tavern)
- 8:30am** **5K Race Starts** (Route is from Quillin's to Old Hickory Park) Children's race to follow at Old Hickory Park
- 9:00am-3:00pm** **Great River Makers Market** at La Crescent Area Event Center (595 Veterans Pkwy)
- 10:00am-2:00pm** **Lock & Dam #7 Tours** 33018 Hwy 61
- 10:00am-4:00pm** **La Crescent History Center & Apple Museum** 328 S. 3rd St.
- 10:00am** **Check in for Little King & Little Miss** Crucifixion School
- 10:30am** **Little King & Little Miss Pageant** (Sponsored by Sterling Pharmacy - La Crescent)
- 10:30am** **The Apple Jacks: A Base Ball Club of La Crescent vs. Roosters of Olmsted County & the Fillmore Fungi** at Old Hickory Park

**10:30am-11:00am** \*Cornhole Tournament Registration (Hosted by Coulee Region Cornhole & Sponsored by La Crescent Auto Repair)

\$20 per 2-person team  
Bags fly at 11:00am at King Apple Tent

**11:00am** **Kiddie Parade Registration** (Theme: The Big Apple) at Crucifixion Parking Lot

**12:00pm** **Kiddie Parade Starts** (Sponsored by Thorson Graphics)

**12:00pm-4:00pm** **Apple Orchard Tours** (Sponsored by Castle Realty) Pick up and drop off at La Crescent Community Arena. Reserve a spot online at applefestusa.com.

**12:30pm** **Big Wheel Races** (Sponsored by Johnson Livings) at Crucifixion Parking Lot

**1:00pm-3:00pm** \*BINGO in King Apple Tent hosted by La Crescent Youth Hockey Association

*Kids Activities at Festgrounds, Near King Apple Tent*  
Sponsored by Gundersen Health Systems - La Crescent

**1:00pm-7:00pm** **Big Time Pony Rides** (\$5/rider)

**2:30pm-3:00pm** **Kids' Songs by Emma Blank**

**3:00pm-8:00pm** **Weekend Kids Pass Wristbands at Festgrounds**

Day passes available day-of at festgrounds

**3:00pm-6:00pm** **Tappy's Face Painting**

**3:00pm-6:00pm** **Balloons by Kevin**

**4:00pm-4:30pm** **Kids' Songs by Emma Blank**

**4:00pm-5:30pm** **Magic of Isaiah** (walks around festgrounds)

**4:00pm-6:00pm** \*President's Reception (Sponsored by Al's Concrete Products) at SwingBridge Pub  
Pre-purchased ticket required (\$60)

**5:30pm-7:30pm** \*Derick Alan and the Stampede (Sponsored by Kwik Trip)

**7:00pm** \*Miss La Crescent Coronation (Sponsored by Mid-West Family La Crosse) Doors: 6:30pm at La Crescent High School Fine Arts Center, \$10

**7:00pm-12:00am** \*Applefest Photo Booth at King Apple Tent

**8:00pm-12:00am** \*Blue Collar 40 (Sponsored by Bobcat of the Coulee Region)

# SUNDAY, SEPTEMBER 22

**SUNDAY FUNDAY!** No button required for Sunday events.

**12:00pm-10:00pm** **Refreshment Tent Open** (Sponsored by Acentek)

**1:00pm-7:00pm** **Big Time Pony Rides** at festgrounds (\$5/rider)

**1:00pm** **King Apple Parade** (Begins on Main St. and ends on Lancer Blvd)

**3:00pm-6:00pm** **Weekend Kids Pass Wristbands at Festgrounds**

Day passes available day-of at festgrounds

**4:00pm-5:00pm** **Apple Annies** at King Apple Tent

**5:30pm-9:30pm** **Bryce Thomaschefskey and the BT Band** at King Apple Tent (Sponsored by Merchants Bank)

\*Button required for these events.