

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 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!

2025 Board of Directors

President Allie Benish
Vice President Kailey Wieser
Treasurer Robin Wieser
Secretary Kathy Bissen
Director Kim Czechowicz
Director Ryan Deicher
Director Trever Harwell
Director Marie Heath
Director Amy Hill
Director Hannah Hogan
Director Angi McAndrews
Director Angie Rudert
Director Amy Schuster
Director Heather Stokely
Director Lucas Wieser

2024-2025 Royalty



Miss La Crescent
Keira Kline

1st Princess
Addison Tarrence

2nd Princess
Ashley Erdmann

SPONSORS

Thank you for your support!

\$3,000 Empire

Fox 25/48

\$2,000 Honeygold

Acentek
 Altra Federal Credit Union
 Angie Wilson - Gerrard
 Hoeschler Realtors
 Auto Supreme Clean
 Castle Realty
 Don Hogan, Coldwell Banker
 River Valley Realtors
 Gittens-Leidel American Legion
 Post 595
 Merchant's Bank
 Pine Creek Golf Course
 Toyota of La Crosse

\$1,500 Regent

TimeOut Tavern
 Wieser Brothers General
 Contractor, Inc.

\$1,000 Haralson

Alerus Bank
 Bobcat of the Coulee Region
 ESB Banking and Insurance
 Johnson Livings
 Kunes RV
 Kwik Trip
 Russ Davis, Wholesale Foods
 P&T Electric

\$750 Cortland

Crest Precast Concrete
 Eagle Crest Communities
 Emplify Tri-State Ambulance
 Family Medical Supply & CPAP
 Store
 Hilltopper Refuse & Recycling
 Service Inc.
 Morrie's Auto Group

\$500 Honeycrisp

Al's Concrete Products
 Emplify Health by Gundersen
 In Loving Memory of BJ Schiltz
 Kaddy's Kafe
 La Crescent Auto Repair
 Pat's Insurance
 Thorson Graphics
 Valley High Country Club

\$350 Sweet Tango

Chiropractic First of La
 Crescent
 Consolidated Energy Company
 Kurt Grunwald
 Northern Beverage Distribution
 Pearl Street Brewery
 Poellinger Electric Inc.
 Schott Distributing

\$250 McIntosh

MI Energy
 Quillin's La Crescent
 Ready Bus Line
 Sewing by LuAnn Buehler
 The Studio
 Van Lin Orchards

\$150 Fireside

7 Rivers Surplus
 ABLE, Inc.
 AM Salon
 American Land & Log
 Bernadot Studios
 Breyer's Sales and Service
 Connected Family Chiropractic
 Corky's Pizza
 Free Range Exchange
 Hackett's Porta Potty
 Hein Orchard
 La Crescent Lion's Club
 New Albin Savings Bank
 News 8 Now
 TJ's Auto Glass
 WKBT News 8 Now
 Wieser Precast



77TH ANNUAL

LA CRESCENT APPLEFEST

September 19-21, 2025



www.applefestusa.com

**Button required for these events.*

PRE-FEST EVENTS

*Queen Candidates' Style Show

Sunday, August 24th

Doors: 12:30pm, Show: 1:00pm

Free Admission

La Crescent Area Event Center

Sponsored by Crest Precast

*Apple Annie Cabaret

Sunday, August 24th

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

\$10 per ticket

La Crescent Area Event Center

Sponsored by Pat's Insurance

*Apple Cobbler Golf Scramble

Saturday, September 13th

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 17th

11:00am-1:00pm

\$15 meal ticket (includes Applefest button)

La Crescent Area Event Center

Sponsored by Eagle Crest Communities & Family

Medical Supply & CPAP Store

*Bower Power Euchre Tourney

Thursday, September 18th

1:00pm-4:00pm

\$5 & \$0.25 per bump

Wieser Pavilion

Sponsored by Emplify Health by Gundersen

*Shake, Rattle & Roll - Bunco

Friday, September 19th

2:00pm-4:00pm

\$5 to play

Wieser Pavilion

Sponsored by Emplify Health by Gundersen

THURSDAY, SEPTEMBER 18

4:30pm La Crescent Live with Gregg Hall & the Wrecking Ball at the Parklet Behind City Hall. Grab a lawn chair and come on down for some live music before the Light Up La Crescent Parade! Drinks available for purchase.

7:30pm Light Up La Crescent Parade (*Sponsored by Hilltopper Refuse*) Lineup (in order of arrival) starts at 6:30pm in the Crucifixion parking lot. No registration required.

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 along the route!*

FRIDAY, SEPTEMBER 19

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

4:00pm-1:00am *King Apple Tent Open (*Sponsored by Schmitt's TimeOut Tavern*)

5:00pm-11:00pm Carnival Open (K&M Rides & Amusements)

5:00pm-8:00pm *Craig Peterson at King Apple Tent (*Sponsored by Valley High Country Club*)

6:00pm-10:00pm Carnival Wristbands \$25, purchase at festgrounds (no presales)

7:00pm-8:00pm *Tapping of the Red Apple Keg (*Sponsored by Pearl Street Brewery*)

9:00pm-12:00am *Blue Collar 40 at King Apple Tent (*Sponsored by Wieser Brothers*)

SATURDAY, SEPTEMBER 20

7:00am-8:00am 5k Registration and Packet Pick Up at Old Hickory Park

7:00am *Big Apple Kickball Bash Tournament at Veterans Park. Register online (\$150 per 10-person team). Drinks available for purchase.

8:30am 5k Race Starts (Route is Old Hickory Park to Quillin's)

9:00am-3:00pm Great River Makers Market at La Crescent Area Event Center

10:00am-1:00am *King Apple Tent Open (*Sponsored by Gittens-Leidel American Legion Post 595*)

10:00am-4:00pm La Crescent History Center & Apple Museum Tours at 328 S. 3rd St., La Crescent

10:00am *Cornhole Tournament Registration hosted by Coulee Region Cornhole at King Apple Tent (*Sponsored by Al's Concrete*)
\$20 per 2-person team
Bags fly at 11:00am

10:30am Little King & Little Miss Check-In at Crucifixion School

10:30am-11:45am Kiddie Parade Registration (Theme: Candy Apple) at Crucifixion Parking Lot

11:00am

Little King & Little Miss Pageant (*Sponsored by Kaddy's Kafe*)

Noon

Kiddie Parade (*Sponsored by Thorson Graphics*)

Noon-11:00pm

Carnival Open (K&M Rides & Amusements)

Noon-4:00pm

Carnival Wristbands \$25, purchase at festgrounds (no presales)

Noon-4:30pm

Vintage Base Ball at Old Hickory Park

Noon: La Crescent Apple Jacks v Mankato Baltics
1:30pm: Mankato Baltics v St. Croix/Quicksteps
3pm: St. Croix/Quicksteps v La Crescent Apple Jacks

12:30pm

Big Wheel Races at Crucifixion Parking Lot (*Sponsored by La Crescent Auto Repair*)

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 Merchant's Bank*

1:00pm-7:00pm

Big Time Pony Rides (\$5/rider)

2:30pm-3:00pm

Kids' Songs by Emma Blank

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 (walk around magic)

4:00pm-6:00pm

***President's Reception** at SwingBridge Pub (*Sponsored by Russ Davis, Wholesale Foods*)
Pre-purchased ticket required (\$60)

5:00pm

***USA Cycling Gravel National**

7:00pm

Championships Awards at King Apple Tent
***Miss La Crescent Coronation** at La Crescent High School Fine Arts Center (*Sponsored by Johnson Livings*) Doors: 6:30pm, \$10

7:00pm-12:00am

***Applefest Photo Booth** at King Apple Tent

8:00pm-12:00am

***BT Band** at King Apple Tent (*Sponsored by Castle Realty*)

SUNDAY, SEPTEMBER 21

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

Noon-10:00pm

King Apple Tent Open (*Sponsored by Alerus Bank*)

Noon-5:00pm

Carnival Open (K&M Rides & Amusements)

Noon-4:00pm

Carnival Wristbands \$25, purchase at festgrounds (no presales)

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)

4:00pm-5:00pm

Apple Annies at King Apple Tent

5:00pm

ISD300 Foundation Raffle Drawing at King Apple Tent

5:30pm-9:30pm

Moniker at King Apple Tent (*Sponsored by ESB Banking and Insurance*)

Schedule subject to change. Visit our Facebook page for the most up-to-date information.

**Button required for these events.*