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INAUGURAL “SALAD BOWL FESTIVAL” ON SEPTEMBER 12 IN THE SANTA MARIA VALLEY

Salad Dressing Contest, Cabbage Bowling and 5K Run and Half Marathon All Part of The Fun

Guadalupe, CA—Famed for its bounty of row crops and role as a major agricultural producer, the Santa Maria Valley is a natural fit for the region’s first-ever “Salad Bowl Festival” on Sunday, September 12 from 9 a.m. to 5 p.m. in the town of Guadalupe.

The event, which will be held at LeRoy Park at 4630 11th Street, centers around a 5K run and half marathon, but also includes a salad dressing recipe contest, family and kid-friendly games, arts and crafts, music and entertainment, food, beer and wine, and information booths promoting healthy living. Keeping in the spirit of the theme, the games include “cabbage bowling” where actual cabbages are rolled at pins; a “broccoli toss” in the vein of tic-tac-toe; and “gunnysack races” where participants retrieve carrots and croutons and place them in a salad bowl.

Salad dressing entries will be judged in two categories: “creamy” or “vinaigrette.” Entries must be delivered between 8 a.m. and noon to the Guadalupe Boys and Girls Club.

The 5K run and half marathon will start and finish at LeRoy Park. The start time is 8 a.m. with late registration and packet pick up at 6:45 a.m. One portion of the course is flat and fast, and offers beautiful views of the Santa Maria Valley from the levee; another section of the half marathon has participants climb the majestic Guadalupe Dunes, the site of the buried movie set from Cecil B. DeMille’s 1923 silent film, *The Ten Commandments*. Walkers are also welcome to take part in the 5K event.

Conceived by Guadalupe residents and merchants, the Salad Bowl Festival was established to promote the City of Guadalupe and to celebrate the region as a place for healthy, high-quality produce.

“The idea of a Salad Bowl Festival seemed to really resonate with locals,” said Festival Director Veronica Forest, who first came up with the concept. “It has been phenomenal to see so many area businesses and residents donate their time, ideas and financial resources to this event. We are truly showing that being healthy is also fun.”

For general festival information, as well as details on registering for the Salad Dressing Contest or 5K or half marathons, the public is invited to visit www.saladbowlfestival.com.

For more information about Santa Maria Valley, visit www.SantaMaria.com or call the Santa Maria Valley Chamber of Commerce and Visitor & Convention Bureau at (800) 331-3779.

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