

FOR IMMEDIATE RELEASE

CONTACT: Ronele Dotson, RAD Strategies  
[media@radstrategiesinc.com](mailto:media@radstrategiesinc.com) / 775-323-6333

**Pony Up, the Genoa Western Heritage Celebration is Coming to Town**  
*Nevada's Oldest Settlement Guarantees a Grand Time in Honoring its Western History with a Three-Day Festival, April 26 – 28, 2019*



**CARSON VALLEY (Feb. 15, 2019)** – Nevada’s oldest permanent settlement, Genoa, Nevada, honors the area’s rich western heritage with its annual three-day festival returning this spring, April 26 to 28, 2019. [Genoa Western Heritage Days](#) is organized by passionate local volunteers and features a full weekend of Native American demonstrations, music, cowboy poetry, historic tours and events to celebrate Genoa’s Native American and pioneer history. Historic Genoa, in the heart of legendary Carson Valley, is nestled at the base of the eastern slope of the Sierra Nevada range, just 25 miles east of beautiful Lake Tahoe, and one hour south of Reno.

The Genoa Western Heritage Celebration begins Friday, April 26 at 7 p.m. at the Genoa Town Hall with a performance by Waddie Mitchell, Nevada’s Cowboy Poet and local country band, The Sage Rebels. The festivities continue all day Saturday, April 27 from 10 a.m. to 5 p.m. with music by Sierra Sweethearts, Jon & Betsy Elliot, Richard Blair, Chris Bayer and cowboy poetry performed by Tony Argento. Chautauqua actors portraying historic figures include Mark Twain and Calamity Jane. Horse lovers will enjoy horsemanship demonstrations by Matt Coats, Joy Lang and “Buttercup.” The Genoa Town Hall

- more -

hosts more music Saturday, beginning at 7 p.m., with performances by Trinity Seely and The High Country Cowboys. Sunday, April 28 at 9 a.m., visitors are welcome to join the Genoa Community Church for Cowboy Church in the Town Hall, featuring Jon & Betsy Elliot, Trinity Seely, and pastor Patrick Jolly.

Other daytime activities and events include children's activities, Civil War Camp for Living History, Dutch oven cooking, Ag in the Classroom with the Douglas County Farm Bureau, River Fork Ranch tours, historic tours and much more. During the celebration, food and drinks are available for purchase throughout town and local restaurants will feature specials and additional performers.

Tickets for the Friday and Saturday evening performances are \$40 and are available via mail, with ticket sales locations to be announced via their Facebook Page soon. Daytime events and performances are free and family-friendly. For more information on the Genoa Western Heritage Celebration, call 775-901-3508 or go [online](#).

**About Carson Valley:**

Nestled at the base of the Sierra, Carson Valley begs visitors to not just drive through it, but to it. Located 45 miles south of Reno-Tahoe International Airport and 12 miles east of South Lake Tahoe, the region's natural beauty is legendary: wide-open farms, ranches, bands of wild horses and birds of prey dot the landscape. Outdoor recreation enthusiasts follow all points of the compass with more than 50+ miles of hiking, mountain biking or walking trails along with world class road biking. The valley's museums, arts, antiquing, Basque dining, historic watering holes and more add to the destination's authentic culture. The region includes the communities of Minden, Gardnerville, Topaz Lake and Genoa, Nevada's first settlement dating back to 1851. Explore the land of everyday legends at [VisitCarsonValley.org](http://VisitCarsonValley.org).

###