

FOR IMMEDIATE RELEASE

CONTACT: Amy Demuth, RAD Strategies Inc. (775) 378-0032 / media@radstrategiesinc.com

Carson Valley Signature Events Beckon Visitors Near and Far

From diamond-rated flying conditions to country music festivals at century-old ranching properties, this four-part community offers something for everyone

CARSON VALLEY, Nev. (April 12, 2023) — It's a place where the eagles land, where rugged mountain peaks frame a community with deep Western heritage, where summertime music festivals at legendary ranching empires echo through the valley and crooning cowboy poets can be heard from their perch on an old barstool. It's a place where a 120-year-old fudge recipe summons candy lovers and craft fair fanatics from around the West, and diamond-rated gliding conditions draw speed freaks from all corners of the globe. This is Carson Valley, Nevada, and these signature annual events are among the many reasons to get a Carson Valley getaway on the books.



Carson Valley Days 2022 in Minden, Nevada | Photo: Visit Carson Valley

There's no better place to embrace Nevada's Western roots than from the most epic Old West town in the Silver State, at the locally beloved <u>Genoa Western Heritage Days</u> in Genoa, Nevada. Bringing together cowboy poets, live music and entertainment from performers from all over the Western United States, Western artists and craftsman, and much more, plan for this top Nevada event April 28-30, 2023.

And that's just the beginning of live music and entertainment thrills Carson Valley brings each year. TJ's Corral Outdoor Concert Series, which is part of the Carson Valley Inn property in downtown Minden, kicks off mid-May with an irresistible lineup of mostly country performers through the summer months. This year's lineup includes performers like Aaron Lewis (May 12-13), Nate Smith (May 27), Scotty McCreery (July 21), and Trace Adkins (July 29), to name a few.

New to Carson Valley's growing musical lineup is the <u>Backcountry Fest</u>, presented by Gardnerville's Corley Ranch June 2-4, 2023. Proudly presenting BBQ, Music, and Brews, this 300-acre working cattle ranch makes the perfect place to listen to some of country music's rising stars. Performers include Midland, Ashley McBryde and Paul Cauthen, along with many more. Then there's the <u>Dangberg Summer Festival</u>, happening June through September at the legendary Dangberg Home Ranch Historic Park in the heart of Minden. Uniting what Carson Valley is best at—historic 160+ year old ranch estates and big mountain views—kick back on that stately spread of theirs under a blanket of crystal-clear stars twinkling overhead with an unforgettable lineup of Chautauqua performances and family-friendly jam sessions that rock into the high desert summer night.

Celebrate even more Carson Valley legends at an event centered around the founding of this four-part community during <u>Carson Valley Days</u>, happening June 8-11, 2023. This is a small-town fair and festival with big state and local pride that includes a carnival midway, parade, and plenty of enthusiastic excitement happening in all corners of town and most bars and restaurants, too.

In early fall, the <u>Douglas County Rodeo</u> brings together adrenaline-pumping fun and western heritage, Sept. 9-10. The event features music performances by Josh Abbott Band and Easton Corbin along with extreme bronc riding, bull riding, team roping, barrel racing and more.

The beloved Genoa Candy Dance takes place each September since 1919. Originally a town fundraiser for gas street lamps, the <u>Genoa Candy Dance</u> first began as a fudge-making celebration and ticketed dinner and dance. Now more than 100 years later, these same traditions remain intact, along with more than 300+ elite craft vendors from all over the United States. Plan to get ahead of holiday shopping, sip one of those storied Bloody Mary's from the Genoa Bar's front porch, listen in on live music with thousands of other event attendees at one of Nevada's top craft fair festivals, happening in Genoa, NV September 23-24, 2023.

Each December, the <u>Parade of Lights</u> welcomes the holidays to town as bands, color guards and festively lit floats make their way down Highway 395. This nostalgic event is like a hometown Christmas parade right out of a Hallmark movie.

Kicking off the winter season each January, learn all about why Carson Valley is the eagle's migration destination of choice at <u>Eagles and Agriculture</u>. Veteran and amateur birding fans from all over the region can sign up for wildlife and photography tours guided by a professional, learn about some of the oldest structures in Nevada (and why they make the perfect habitat for owls, eagles, and other raptors), and get up close to kestrels, gyrfalcons, owls and more with their handlers at the weekend's opening

reception and Falconer's Dinner. The event typically sells out, so plan for 2024, happening January 25-28, 2024.

For even more Carson Valley events, <u>click here</u>, or get in touch with the Carson Valley Visitors Authority directly at (775) 782-8145.

###

Straddling the California-Nevada state line 1.5 hours south of the Reno-Tahoe International Airport, discover the four communities—Genoa, Minden, and Gardnerville, and Topaz Lake—that comprise spectacular Carson Valley. Beholding some of Nevada's first and oldest establishments, visiting Carson Valley means authentically interacting with Nevada's many histories while experiencing world-renowned outdoor recreation Nevada, and the American West is known for. From legendary forefathers who paved the way to Nevada statehood, to wild horse bands, eagles, and other wildlife, to premiere air sports, American Indian, Basque, and Western Ranching histories and cultures, and distinctive dining experiences that all exist here and only here, Carson Valley offers an adventure for everyone. For more information about lodging, special events, and more trip planning tools, see VisitCarsonValley.org or dial (775) 782-2555. The Visitor Information Center is located within the Carson Valley Museum and Cultural Center at 1477 U.S. Highway 395 N, Gardnerville, NV.