

FOR IMMEDIATE RELEASE

**CONTACT:** Ronele Dotson, RAD Strategies <u>media@radstrategiesinc.com</u> / 775-323-6333

## Late Summer Daydreams Come Alive in Carson Valley, Nevada



**CARSON VALLEY (Aug. 3, 2021)** – Summer lingers just a little bit longer in legendary Carson Valley, Nevada, where a pleasant high desert climate and laid back American West atmosphere encourage visitors to enjoy the ease of summer vacation for several more weeks. This region of northern Nevada, just 45 minutes south of Reno, is an ideal late summer destination for the whole family. Events and activities encourage visitors to unplug and settle into the rhythm of the picture-perfect landscape.

Carson Valley is situated where the high desert meets the Sierra Nevada and includes the communities of Gardnerville, Genoa, Minden and Topaz Lake. Each quaint town is rich in pioneer history, scenic beauty, outdoor adventure and authentic Old West charm. Visitors are invited to wind the summer down with an event calendar for all interests.



TJ's Corral Outdoor Concert Series, now until September 9, 2021

TJ's Corral at the <u>Carson Valley Inn</u> is an outdoor concert venue in the heart of downtown Minden. Named in honor of a local philanthropist and rancher, TJ's Corral is home to a summer concert series that will have guests stomping their feet to classic American stars and songwriters. The open and airy venue offers both theater seating and grassy "bring a blanket" seating with the most amazing sunset behind Jobs Peak. The summer concert series runs until September 9. For more information, visit <u>carsonvalleyinn.com/entertainment/tjs-corral</u>.

## 11th Annual Cruz 'N Sierra Show & Shine, September 16 to 18, 2021

The Cruz 'N Sierra Show & Shine at Topaz Lodge is a classic car show, hot wheel race, live music and poker walk event set on the shores of Topaz Lake, otherwise known as the "Gem of the Sierra." This event-filled weekend also offers the opportunity to explore the shores of Topaz Lake where fishing, paddle sports and boating can be enjoyed among the company of the Eastern Sierra mountains. For more information, visit <u>online</u>.



## 102<sup>nd</sup> Annual Genoa Candy Dance Arts and Crafts Faire, September 25 & 26, 2021

Genoa is Nevada's oldest non-native settlement. It's only fitting that this endearing community is host to one of Nevada's longest running annual traditions. Originally conceived as a charity dance in 1919 as a means to raise funds for streetlights, the Genoa Candy Dance has grown leaps and bounds. The event draws as many as 50,000 visitors for a weekend of arts and handmade crafts, candy, live music and the weekend highlight, the fundraising Candy Dance. For more information and to purchase tickets, visit online.

Carson Valley's late summer events schedule doesn't end here. Now through the end of September, visitors can enjoy wine walks, concerts in the parks, farmers markets and more. For more information on Carson Valley's events, visit <u>here</u>.

In addition to these events and more, late summer is a prime time for outdoor recreation in Carson Valley. From riding the trails to hiking, horseback riding, fishing or simply enjoying the peaceful outdoors in the American West, Carson Valley has a slew of activities for every age, ability and interest. For outdoor recreation opportunities, visit <u>online</u>. For information on where to stay in Carson Valley, visit <u>the lodging page</u>.

## **About Carson Valley:**

Nestled at the base of the Sierra Nevada, Carson Valley begs visitors to not just drive through it, but to it. Located 45 minutes 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 <u>VisitCarsonValley.org</u>.