



For Immediate Release:

Contact: Lisa Carey PR 818.889.1085 [lisa@lisacareypr.com](mailto:lisa@lisacareypr.com)

**CALIFORNIA WATERMELON FESTIVAL  
GETS UNDERWAY JULY 29 & 30  
The 55-year-old tradition garners proceeds to enhance lives**

Get ready for your slice of happiness at the [California Watermelon Festival](#) the weekend of July 29, 30 in Lake View Terrace at the Hansen Dam Soccer Complex in the San Fernando Valley. All day fun includes free watermelon, delicious foods, carnival rides and attractions, games, contests, live entertainment, a Kids Zone, and the newest attraction – watermelon skiing! Hours are 10am to 10pm.

The celebration kicks off a 55-year tradition that pays tribute to the early days when watermelons were the prized crop of the eastern San Fernando Valley foothills.

Melon mania expands the limits of the seedy super sized fruit. For the first time ever, patrons can step into carved-out watermelon halves and “melon ski” across a greased canvas to showcase their skills as the crowd cheers them on. Puckering up for the seed-spitting contest at the “Spitway,” or going for the gold in the watermelon relay are also among the options. Free watermelon is in plentiful supply for all attendees.

The festivities also include a marketplace with an array of eclectic arts & crafts exhibitors and vendor booths, carving displays and cooking demonstrations, live entertainment and strolling performers, watermelon wear clothing, and more. In addition to the food court, carnival rides and midway games, kids can enjoy pony rides, a children’s theater, and a variety of engaging activities.

“We work year round to put together a unique adventure that brings people together,” says Festival Director Paul Butler. “Best of all, proceeds from the celebration benefit charitable projects in the local community.”

**Watermelon Festival**

<http://www.watermelonfest.org/>

<https://www.instagram.com/thewatermelonfestival/>

<https://twitter.com/Watermelonfest>

**Date/Time:**

Saturday and Sunday, July 29, 30, 2017 from 10am to 10pm.

**Tickets:**

General admission: \$12; Kids ages 3-12: \$7; Children 2 years & under are free.

**Location:** Hansen Dam Soccer Complex at 11480 Foothill Blvd, Lake View Terrace in the San Fernando Valley. Parking is free.