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MEDIA ALERT

MEDIA PASSES AVAILABLE FOR DARK SKY FESTIVAL

Visit Visalia welcomes journalists for this historic event

Reporters attending the 6th Annual Dark Sky Festival in Sequoia and Kings Canyon National Parks can contact Visit Visalia for accommodation requests and suggested itineraries.

Visalia, California, known as “the gateway to the Sequoias,” is a mid-sized city in Central California, nestled in the foothills of the Sierra Nevada mountains, near Sequoia & Kings Canyon National Parks. The destination allows visitors to experience the adventure of the National Parks, while also dining at unique, on-trend restaurants and breweries and enjoying art, history and shopping.

WHAT: The Dark Sky Festival is the largest night sky festival in Central California. The event only happens once a year and features more than 30 unique educational programs, including tours, stargazing, guest speakers, movies, musical performances and more. It celebrates the beauty of the unobstructed night sky, showcasing the importance of preserving natural darkness, while allowing guests to experience the wonder of astronomy and the solar system. The festival is expected to have more than 5,000 people in attendance.

WHEN: Friday, Aug. 23 and Saturday, Aug. 24

WHO: The event is open to the public, with some events requiring advanced ticket purchase.

WHERE: The event will take place at Sequoia & Kings Canyon National Parks, at sites including the Foothills, Mineral King, Giant Forest, Lodgepole, Grant Grove, Cedar Grove, as well as Lake Kaweah in Three Rivers. Media, with proper credentials and prior arrangements, will be provided accommodations in nearby Visalia.

EVENT HIGHLIGHTS: The 6th Annual Dark Sky Festival will offer presentations and events for all ages, from kids and youth to adults and seniors. Some of the highlights include: Lifecycle of a



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Star: from Birth to Death, Astrophotography in our National Parks, 2,000-Foot Solar System Walk, Night Hike with the Giants and Kid Zone with NPS Rangers. For a complete list of events, visit sequoiaparksconservancy.org/darkskyfestival.html.

“Visit Visalia” is excited about the Annual Dark Sky Festival and looks forward to hosting many visitors in Visalia,” said Suzanne Bianco, Tourism Marketing Director for Visit Visalia. “While you’re here experiencing the starry festivities, stop by our Visitor Center at 112 E. Main Street, for itineraries and additional information.”

To obtain media passes and journalist accommodations, please contact Suzanne@VisitVisalia.com or reply to this email.

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ABOUT VISIT VISALIA:

Visit Visalia is a collaboration of the Visalia Tourism Marketing District and the Visalia Convention and Visitors Bureau (VCVB) dedicated to marketing, advertising, public relations and other promotional efforts that inspire travel to the City of Visalia. Visit Visalia works closely with local lodging properties, restaurants and attractions to foster interest in Visalia as a year-round destination for leisure, family, and meeting and convention travelers. For more information about Visit Visalia go to www.VisitVisalia.com and follow VisitVisalia on Instagram, Facebook, Twitter and Pinterest.