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**FOR IMMEDIATE RELEASE**

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### **Borrego Springs Festival Goes EXTREME!**



**B O R R E G O S P R I N G S**  
**At the 46<sup>th</sup> Annual Borrego Days Desert Festival**  
October 21<sup>st</sup>, 22<sup>nd</sup> & 23<sup>rd</sup>, 2011

**Borrego Springs, San Diego, CA** – This is not your mama's parade, but she is sure going to love it too! This new and extreme parade will be taking place on Saturday, October 22, 2011 at the **46<sup>th</sup> Annual Borrego Days Desert** starting at 10:00 AM. This year's parade will feature an array of exciting actions, creative floats, decorated golf carts, equestrian groups, marching bands and guest celebrities!

Thousands of people will look to the skies when this parade kicks off to witness an unbelievable choreography of skydivers dancing in the clouds. After the last skydiver touches down on the parade route, the skies will be once again lively with an array of planes from the Hammer-Heads as they flyover to signify the start of the parade. As if this wasn't enough to thrill the attendees, this year's parade Grand Marshal is none other than daredevil motorcycle stunt rider Robbie Maddison who is supported by Red Bull, DC, Yamaha, KMC Wheels, Bell Helmets, ProTaper, Stompgrip, Dragon and Dunlop Tires. Get the chance to see this native Australian up close before he braves his death-defying jump at the Embarcadero Marina this New Year's in San Diego.

Following Robbie down the parade route will be entrants such as: Kelsie Martin, a Grossmont High School graduate featured in an episode of MTV's Made; the precision and leaders of the USMC Color Guard; the exciting drums and horns of the El Cajon Valley Marching Braves; the graceful and beautiful Ramona Rodeo Queens; the expert riders of the Tijuana River Valley Equestrian unit and much more! Awards will be presented to the best in show, best golf cart, most energetic, most creative, and the coveted community spirit award. Wonder who will get the prize?! Guess you'll have to come to find out!

Publicizing all of the action to the onlookers will be Françoise Rhodes of Traveling with Françoise that is broadcasted to Coachella Valley and destinations beyond on KESQ 3HD TV. In addition to emceeing the parade on Saturday, this radio show host extraordinaire will be broadcasting live on her show from Christmas Circle on Sunday from 11:00 AM to 1:00 PM.

The parade is just one of the colorful attractions taking place at this **FREE** festival taking place on Friday, **October 21, 2011** and continues onto Saturday, **October 22, 2011** from **11:00 AM to 7:00 PM**, and Sunday, **October 23, 2011** from **9:00 AM to 3:00 PM**. It is the perfect way to make lasting memories with your family and friends, while enjoying the picturesque desert landscape. The weekend activities at the **46<sup>th</sup> Annual Borrego Days Desert Festival** will surely keep everyone in family happy. For more information on this event please call 619.233.5008 or visit [www.borregospringschamber.com](http://www.borregospringschamber.com). See you all in Borrego...the best kept secret around!

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