

Michael Martin Murphey's **WESTFEST**[®] GARFIELD COUNTY FAIR

AUGUST 12-15, 2010 • RIFLE, COLORADO • GARFIELD COUNTY FAIRGROUNDS
Garfield County Fairgrounds • 1001 Railroad Avenue • Rifle, CO 81650-3567

WESTFEST[®] IS BACK!

Join Michael Martin Murphey in Rifle, Colorado

"It's an educational and entertainment event," explained Ty Morgan, program director of Moose Country radio in Grand Junction, who is one of the Sponsors of WESTFEST[®].



Murphey, whose 1975 song, "Wildfire" is perhaps his best known, hosted WESTFEST[®] for a decade at the Copper Mountain Ski Area to celebrate Western arts and culture. WESTFEST[®] attracted between 20,000 and 30,000 people a day at the height of its popularity.

Michael has devoted himself to supporting and helping to produce other festivals and events over the last five years to help perpetuate the Western Heritage Events, and he has been searching for the right kind of venue for WESTFEST[®] in Colorado that cannot be challenged by encroaching real estate development.

"I believe I have found the perfect kind of dedicated venue for Westfest in the Town of Rifle, Colorado, at the Garfield County Fairgrounds. It's in a mountain setting, in a Western town in the Western Slope of the Rockies region of Colorado that honors the Legacy of the American West everywhere you turn." Michael Martin Murphey.

WESTFEST[®] is a large-scale complex of different "villages," such as a "Cowboy Village," a "Native American Village," and a "Mountain Man Village," each complete with characters true to the culture and era of the Old West and vendors offering goods for sale.

Michael's goal with WESTFEST[®] is to present the West to people who would otherwise perceive it only through a movie director's tunnel vision. The West has become synonymous with fantasy. If Hollywood trends are any indication, the movie screens are alive with politically correct Indians and environmentally-challenged villains.

"As we get more and more alienated sitting and staring at a screen all day, we need more and more contact with people," Murphey points out. "We all still desire to gather around and listen to a story by a campfire". Michael dares to bring the West alive to present the cultural excitement of the New West combined with the historic flavor of the Old West.

Here you will find contemporary western fashion, art and music; presented with the same pride and dignity you might imagine experiencing in a trading post in the 19th century.

WESTFEST[®] incorporates the food, the flavor and the fun you will not find in any movie theater. Enjoy the Experience!



SPONSORS

WESTFEST[®] is looking for sponsors to support this western event dedicated to preserving the memory of the American West.

VENDORS

WESTFEST[®] offers an excellent opportunity to sell your western themed merchandise and other products to a western target market over this three day event. With WESTFEST[®]'s location in the heart of the Rocky Mountains and available to tourists, local summer vacationers and the western people of the great state of Colorado, WESTFEST[®] is a great place to set up shop.

VENDORS - we invite you to join us and sign up to be a vendor today!

SPONSOR-VENDOR CONTACT

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FULL DETAILS ON WESTFEST: www.westfest.us