Blue Ridge Fest 4/30/2010

BY JESSICA SIBLEY
THE JOURNAL

SENECA — It's that time of year again.

Reminders of spring and summer are all over the place. The smell of a neighbor's grill, ice cream vendors in the park, fireworks, boats and baseball.

For 13 years, the fun had by all at the Blue Ridge Fest has stood as another reminder of the sunny seasons.

On May 14 and 15, the 13th annual Blue Ridge Fest will kick off in downtown Pickens, welcoming anyone in the mood for tasty food, good music and flashy classic cars.

The theme behind the event each year is centered on giving back to the community. The money raised has increased exponentially since its inception. This year, Amy Childress, representative for the festival, said it's going to be even bigger.

"We expect to reach a major milestone this year," she said. "We expect to top the $1,000,000 mark in giving back to the charities, which is what the Fest is all about. We also have some of the greatest entertainment this year bringing The Temptations to the stage. It promises to be a great night of classic cars and fabulous entertainment."

On Friday, from 6 p.m. – 10:30 p.m., the festival's beach night and classic car cruise-in will bring in many folks who are looking to put their dancing shoes to work.

The Temptations with Dennis Edwards is one of the most famous Motown groups to have emerged during the '60s and '70s. They have produced a number of hits including "Ain't Too Proud to Beg," "Just My Imagination," "My Girl" and "Papa Was a Rollin' Stone."

Known for their unique singing style and dance moves, Legends of Beach will perform all of the beach music classics, and Jim Quick and Coastline will entertain with their own brand of rhythm and blues, according to Childress.

On Friday tickets purchased at the gate are $20 for adults and $10 for children. Advance tickets are $15 for adults and $8 for kids. Children six and under get in free.

On Saturday, the charity motorcycle ride will rev up and take off at 9 a.m., with the last bikes leaving at 11 a.m. Registration starts at 8:30 a.m.

Charities that will be receiving percentages of the proceeds include Tamassee DAR School, Shriners Hospital for Children, Samaritan Health Clinic of Pickens County, Sabrina House Children's Charity, Rosa Clark Medical Association, Prevent Child Abuse of Pickens County, Miracle Hill Children's Home, Residential Service Parent and Family Club, Mary's House, Helping Hands of Clemson, Haven of Rest Ministries, Golden Corner Food Bank and Foothills Alliance.

Blue Ridge employees set up, sell concessions, assist with traffic control and parking, clean up and attend to all the other myriad details that make Blue Ridge Fest a success. Sponsors and employee volunteers allow the cooperative to maximize its festival profits. Since 1998, more than $950,000 has been raised to benefit charities in the local community, according to Childress.

For more information, call 800-240-3400.

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soon to cruise through town

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Amy Childress
Festival representative





FOR THE JOURNAL

A beach-style cruise-in brings some of the hottest hot rods and souped up classics to the Blue Ridge Fest each year.



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The Blue Ridge Fest welcomes quality live entertainment and there's always plenty of space for dancing!