

Blue Ridge Fest planned for Friday

THE JOURNAL STAFF

PICKENS— The 20th annual Blue Ridge Fest is planned for 5:30-10 p.m. Friday at Blue Ridge Electric Cooperative's equipment facility at 734 W. Main St. in Pickens.

The largest classic car cruise-in, beach night show and dance event in the Upstate, Blue Ridge Fest attracts nearly 5,000 attendees and more than 600 classic cars from across the Southeast annually to benefit local charities in the cooperative's four-county service area.

Managed by Blue Ridge Electric Cooperative's 160 employees, Blue Ridge Fest has served as the cooperative's annual companywide philanthropic initiative since 1998. The employees dedicate time and resources to ensure the event maximizes proceeds to local charities,

and they also select the beneficiaries from more than 100 submissions annually.

Since its inception, the event has raised more than \$2.2 million for agencies in Anderson, Greenville, Oconee and Pickens counties, including Collins Children's Home, Dot's Kitchen of Westminster, Helping Hands of Clemson, Oconee Disabilities and Special Needs Board, Ripple of One, and the Dream Center of Pickens County.

"We are very proud to celebrate the 20th anniversary of Blue Ridge Fest, its supporters and the impact it has had on our community over the past two decades," Blue Ridge Electric Cooperative president Charles Dalton said. "At Blue Ridge Electric Cooperative, our employees take great pride in knitting themselves into the fabric of our community in their day-to-day operations

and see it as a privilege to give back to the communities that we serve with this fun, family-oriented festival."

The festival will feature beach music, Motown and classic rock 'n' roll headliners from the late 1950s and mid-1960s. The lineup includes Little Anthony and the Imperials, the Contours, Jim Quick and Coastline and the Flashbacks.

Admission is \$20 in advance or \$25 at the gate. Children ages 7-12 are admitted for \$12 in advance or \$15 at the gate, and kids ages 6 and younger are admitted free. Attendees arriving in a classic car, 1989 or older, with up to four people are admitted for \$30. For classic cars, lineup begins at 2 p.m. and gates open at 3 p.m.

For more information, visit blueridgefest.com or call 800-240-3400.