

August 19, 2010

Contact –
Jenny Ingraio, Events Specialist
Salamanca Area Chamber of Commerce
716-945-2034
jenny@salamancachamber.org

**** For Immediate Release ****

**OUTDOORS AND SPORTSMAN SHOW FEATURED AT SALAMANCA FALLING LEAVES FESTIVAL
OCTOBER 1 - 3**



Photo Caption: Musky caught on Chautauqua Lake June 2010 by Musky Fishing Guide Muddy Creek Fishing Guides. Muddy Creek Fishing Guides (mcfishnguides.com) will be at this year's Outdoors & Sportsman Show.

Salamanca, NY - Outdoors and Sportsman Show to be featured at this years 33rd Annual Falling Leaves Festival, October 1-3, 2010 at Jefferson Street Park, Salamanca, NY. The Outdoors and Sportsman Show is new to this year's festival and will be the first of its kind to the area. Event organizers feel that this new addition will be of great benefit to our exhibitors and visitors.

The show will feature products and services: guides & outfitters; shooting sports gear & Accessories; Fishing Tackle; Fly-Fishing Gear; Boats & Motors; RVs, Campers, ATVs, SUVs, 4x4s; Sporting Dogs; Decoys & Calls; Camping Gear; Outdoor Apparel; Electronics; Wildlife Art; Maps/Mapping Technology; Clubs & Organizations.

~more~

Salamanca is a premier destination for campers, fishermen, hunters, boaters, snowmobilers and outdoors enthusiasts alike!! This year's show is a can't miss event for everyone from the extreme angler and avid hunter to the casual camper and recreational boater.

Other highlights at the Falling Leaves Festivals: Arts & Crafts; Food Vendors; Falling Leaves Car Display by the Chautauqua Lake Region Antique Automobile Club of America (CLRAACA) on Main Street. In the Kid's Zone you will find amusement rides, carnival games, Morton's Petting Zoo and Pony Rides, and the Balloon Man. On Saturday, October 2 come on down to watch the hilarious Bed Races, Hot Dog and Hula Hoop contests and on Sunday, October 3 at 1:00 pm enjoy the Falling Leaves Festival Grande Parade. The parade will include the Mayor of Salamanca, Pow Wow Princess, the Falling Leaves Queen and her court, mounted law enforcement, floats, marching bands, National Guard units, youth dance groups and much much more!

To find out how you can be a participant in the Falling Leaves Festival Outdoors & Sportsman Show contact Jenny Ingrao, Events Specialist for the Salamanca Area Chamber of Commerce at 716-945-2034 or visit us on-line at www.salamancachamber.org.

About the Falling Leaves Festival - In late 1975, members of various Salamanca fraternal and service organizations were concerned that civic pride was declining and decided to form a committee to rectify the situation, so Paul D. Formica, with his wife Sandra, formed a committee which was called the Salamanca Positive Action Committee (SPAC). The mission was to develop ideas to restore civic pride, improve the look of Main Street and attract new businesses to the area. One of the ideas the SPAC discussed was holding a festival in the fall, which became known as the Falling Leaves Festival.

####