



FOR IMMEDIATE RELEASE:  
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## Catch the **Fever!** Find the **Gold!** Uncover the **Treasure!**

### TICKET PACKAGES AVAILABLE – WEDNESDAY, JULY 8, 2009

**San Antonio, TX — July 7 --** Get ready for a one of a kind outdoor weekend event and get your tickets now for the First Annual **Texas Gold Rush Adventure & Music Festival (TGRA)**, March 25–28, 2010. Recreating the spirit of the 1800s gold rush, ‘prospectors’ from around the globe will scour over 300 acres of rugged terrain south of San Antonio, TX on **Saturday, March 27, 2010**. Prospectors will find over one million dollars in gold and other valuable treasures, including the rights to a national franchise location of Roosters Men’s Grooming Center.

This rugged experience will test the skills of even the most seasoned prospector and those who succeed will feel the same thrill the original forty–niners did by discovering gold coins, ingots, and bullion and other buried treasures. Discovered gold will be the prospector’s prize to keep and there is no limit to the amount of buried gold and other treasures a single prospector may claim.

The **Texas Gold Rush Adventure & Music Festival** will be a 3–day spectacular event that will feature live music on multiple stages, an original frontier atmosphere offering multiple food vendors and saloons, hand–made arts and crafts, carnival rides, and other family–friendly activities for over 30,000 guests everyday. Topping off each night will be nationally acclaimed musicians performing.

Sponsorships, marketing, and PR will be managed by PGC. Event Production Services, one of Texas’ premier event production companies, will handle all the production needs. This event will be an environmentally–friendly festival and a portion of the proceeds will go to the Lance Armstrong Livestrong Foundation.

The ticket package price for the gold rush and festival is \$500 per entry in advance; with a limit of 5,000 prospectors that includes parking, breakfast before the gold rush and more. Prospectors will be allowed in the gold rush adventure area based on when their ticket was purchased, so be sure and buy your ticket now! General festival weekend 3–day passes are available for \$105 in advance. VIP packages are also available for \$400 in advance. Single day passes may be available at a later time. For more detailed information regarding ticket packages and to be the one of first registered go to [www.texasgoldrush.com](http://www.texasgoldrush.com) – Tickets Packages available Wednesday, July 8, 2009.

The Texas Gold Rush Adventure & Music Festival was created by 60–year–old veteran treasure–hunter Larry Moore, partnered with his son, Larry Moore Jr. to produce this groundbreaking event as they were inspired after a recent trip prospecting for gold in Arizona. “We realized that there must be great frustration for thousands of other gold seekers leaving empty–handed,” says Moore Sr. “Although my family and I will not participate in this event, we will derive great pleasure in watching other prospectors and treasure hunters find gold.”

For more information or to schedule interviews and/or receive event media credentials in advance, contact Sha Embree at 512–671–9400 or [sembree@pgccreative.com](mailto:sembree@pgccreative.com).

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