

**Date**

Wednesday-Sunday, March 24-28, 2010

**Location**

On several hundred acres south of San Antonio, Texas; 1604 and Applewhite

**Event Founders**

Larry Edward Moore, Sr.  
Larry Moore, Jr.

**Event Support**PGC

*Marketing, advertising, and public relations*  
[www.pgccreative.com](http://www.pgccreative.com)

To schedule live shots, pre-interviews and receive event media credentials in advance, contact Lauren Churchin at [lchurchin@pgccreative.com](mailto:lchurchin@pgccreative.com) or 512-671-9400.

Event Production Services (EPS)

*Production, staffing and logistics*  
[www.eventproductionservicestx.com](http://www.eventproductionservicestx.com)

**Event Web site**

[www.texasgoldrush.com](http://www.texasgoldrush.com)

### **Texas Gold Rush Adventure (TGRA)**

The First Annual Texas Gold Rush Adventure is a distinctive event found nowhere else in the world. Fashioned after the spirit and excitement of the 1800s California Gold Rush, 5,000 "prospectors" from all over the world will scour several hundred acres of rugged Texas Hill Country for over \$1 million in buried gold as well as other hidden treasures, including the rights to a successful franchise, Roosters Men's Grooming Center.

This sporting event will test the skills of even the most seasoned treasure hunter and those who succeed will experience the thrill of discovering genuine gold coins, ingots, and bullion. Since gold does not decline in value as rapidly as currency, participants will enjoy their earnings longer than a cash prize. Plus, there is no limit to the amount of buried treasure participants can find and claim for themselves. At the conclusion will be an unforgettable performance and dazzling fireworks display under the stars.

The TGRA offers a special opportunity for anyone who has ever wanted to experience the thrill of searching for hidden treasure, and promises exciting, interactive entertainment for all.

### **TGRA Highlights**

- Over \$1 million in buried gold coins, bullion, and ingots
- Event takes place on terrain in the rugged Texas Hill Country
- 5,000 pre-paid participants from around the world
- Various rest areas offering food, water, and first aid
- \$500 per participant for a weekend pass

### **Moore Mining Music Festival**

Several hundred acres of hill country adjoining the TGRA will become the site of the Moore Mining Music Festival, a spectacular event featuring live music on multiple stages. In addition to its frontier atmosphere, the festival will offer restaurants and saloons, hand-made arts and crafts, carnival rides, and other family-friendly activities for over 30,000 anticipated guests. This environmentally-friendly, green event will make donations to the Lance Armstrong Foundation, and offer sponsors local, national, and international exposure.

### **Festival Highlights**

- Approximately 30,000 attendees from around the world
- Styled after a mid-1800s mining camp
- Over 50 booths featuring food and beverages, arts and crafts, and shopping
- Carnival rides and assorted family-friendly activities
- Live concerts on multiple stages with a headlining band

## **Schedule of Events**

### Wednesday, March 24, 2010

12:00 p.m. Campground opens to early camp pass holders

### Thursday, March 25, 2010

9:00 a.m. General campground opens

7:30 p.m. Campground concert for campground pass holders only

### Friday, March 26, 2010

1:00 p.m. Moore Mining Music Festival begins

1:30 p.m. Concerts

7:00 p.m. VIP & Sponsors "Steak under the Stars" Dinner

8:30 p.m. Concerts on two stages

10:30 p.m. Campground concert for campground pass holders only

### Saturday, March 27, 2010

7:00 a.m. TGRA check-in

8:00 a.m. Prospector's Breakfast

9:00 a.m. TGRA Kickoff Rally

10:00 a.m. TGRA begins

Moore Mining Music Festival opens for the day

11:30 a.m. Concerts on two stages

4:00 p.m. TGRA concludes

8:30 p.m. Concert Headliner begins

10:00 p.m. Grand Finale and Fireworks Show\*

10:30 p.m. Campground concert for campground pass holders only

### Sunday, March 28, 2010

10:00 a.m. Campground Concert

3:00 p.m. Campground closes

5:00 p.m. Moore Mining Music Festival closes

\*Fireworks show is tentative due to unforeseen weather and/or county burn bans

\*Schedule subject to change

## Tickets

Ticket price for the TGR is \$500 per entry in advance/\$600 day of event, with a limit of 5,000 participants. The entry fee includes a weekend pass to the Moore Mining Music Festival.

Moore Mining Music Festival tickets are \$40 advance/\$50 at the gate for a single day pass or \$105 advance/\$130 at the gate for a three day pass. More ticket information will be available Summer 2009. Guests may also purchase a VIP pass for \$400 per person in advance/\$500 day of, which includes special viewing, VIP parking, bar discounts, t-shirt, poster, 3-meal tickets and VIP bathrooms. For more details, visit [www.texasgoldrush.com](http://www.texasgoldrush.com).

## Founder Bios



The TGRA was created by 60-year-old veteran treasure-hunter, Larry Moore and his adventure-seeking son Larry Moore, Jr. This duo frequently ventured into the Texas woods outside of San Antonio returning with petrified wood, Native American artifacts, stone tools, arrowheads, old bottles, and other exciting treasures. Later, they got their hands on a metal detector and became hooked on treasure-hunting after discovering a handful of coins buried in the sand.

Together they have gone on many gold-prospecting adventures, including searching for the lost Jim Bowie gold and silver mine in the Texas Hill Country near San Saba. Another expedition took them to South Padre Island, TX in search of a trove of Spanish treasure buried by the Singer family in the mid-1800s.

Father and son were inspired to create the TGRA after returning from a week-long gold prospecting trip to the Lost Dutchman and Lucky Linda Gold Mining Claims in Arizona.

"It was exciting to hunt in proven areas where gold had been found for hundreds of years," says Moore Sr. "Although my family and I will not be able to hunt in the Texas Gold Rush Adventure, we will derive great pleasure in watching other treasure hunters find gold! Regardless of how much gold they discover, I hope they will find the true treasure, which is the hunt itself."

To schedule interviews with Larry Moore Sr. and Larry Moore Jr., contact Lauren Churchin, 512-671-9400, [lchurchin@pgccreative.com](mailto:lchurchin@pgccreative.com), PGC.

## **Sponsors**

### Roosters Men's Grooming Center

Taking everything wonderful and nostalgic about the old-fashioned barbershop of the past and bringing it into today's marketplace with updated amenities and tools, Roosters Men's Grooming Center has become immensely popular and wildly successful since the first location opened in 1999. [www.roostersmgc.com](http://www.roostersmgc.com)

### Standard Renewable Energy

Standard Renewable Energy (SRE) provides comprehensive energy solutions for homeowners, businesses, and government entities that assist them in lowering utility bills, reducing environmental impacts, and increasing energy reliability and independence. SRE is the nation's largest Distributed Energy Services Company (DESCO). [www.sre3.com](http://www.sre3.com)

## **Charity Involvement: The Lance Armstrong Foundation**

At the Lance Armstrong Foundation (LAF), we unite people to fight cancer, believing that unity is strength, knowledge is power and attitude is everything. Together, we can conquer cancer. We can save hundreds of thousands of the 560,000 lives our country loses to cancer each year, and for those who have been affected by cancer, we can make their lives better. Our mission is to inspire and empower people affected by cancer. There can be – and should be – life after cancer for more people. For many people living with cancer, **LIVESTRONG** represents hope, courage and perseverance, inspired by our founder and chairman, Lance Armstrong.

## **The Texas Gold Rush Adventure and Moore Mining Music Festival Green Practices:**

- Site-wide recycling will be offered with the support of sponsor, Waste Management ([www.wm.com](http://www.wm.com))
- Food vendors are required to use post consumer waste products/recyclable materials
- Generators will be run using bio diesel fuel
- Power purchased from the City of San Antonio's energy provider, CPS Energy, will come from their green power program, Windtricity
- Solar energy will be implemented
- Building supplies will come from reclaimed materials and resources found on the land
- Partnerships with green companies and non-profit organizations will promote sustainability and environmentalism in our Green Village