



FOR IMMEDIATE RELEASE: June 3, 2009

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Texas Gold Rush Adventure Offers Treasure Hunting Thrills for the Whole Family

Austin, TX—June 3—The First Annual Texas Gold Rush Adventure (TGRA), March 24-28, 2010, is a distinctive event found nowhere else in the world. Recreating the spirit of the 1800s gold rush, 5,000 "prospectors" from around the world will scour acres of rugged hill country for over \$1 million in buried gold as well as other treasures, including the rights to national franchise location, 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 devalue as rapidly as currency, participants will enjoy their earning longer than a cash prize. Plus, there is no limit to the amount of buried treasure participants can claim.



60 year old veteran treasure hunter, Larry Moore and his son Larry Moore Jr. were inspired to create the TGRA 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 treasure hunters find gold."

25,000 visitors will enjoy a weekend of food, music, and family fun

Hundreds of 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, with the headlining band to be announced mid-2009. 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 25,000 anticipated guests. At the conclusion will be an unforgettable celebrity performance and dazzling fireworks finale under the stars.

Sponsorship, marketing, and PR will be managed by PGC. Event Production Services, one of the companies behind the successful Austin City Limits Festival, will handle all production needs. Also, this environmentally-friendly event will make donations to the Lance Armstrong Foundation, and offer sponsors local, national, and international exposure. The ticket price for the TGRA is \$500 per entry, with a limit of 5,000 participants. For details and registration, visit www.texasgoldrush.com.

To schedule interviews and/or receive event media credentials in advance, contact Sha Embree at 512-671-9400 or sembree@pgccreative.com.