



CONTACT: Debbie LaPlant Moseley, Executive Director
Paradise Chocolate Fest P.O. Box 2621 Paradise, CA 95967
530/342-4896 debbie@chocolatefest.us www.chocolatefest.us

November 7, 2014

FOR IMMEDIATE RELEASE

Community Members Invited to Join the Race for the Chocolate Crown!

Paradise, CA - The 2015 Paradise Chocolate Fest will be more exciting than ever - celebrating 10 years of "Sweetening Kids lives thru Chocolate"!

One of the highlights of the Paradise Chocolate Fest is the annual celebration and coronation of the event's "Chocolate Royale". Each year, community leaders join the fun to experience a taste of sweet royalty while tossing in their "chocolate hats" to join the race for the crown, each contestant hoping to earn the title "Paradise Chocolate Fest "Queen" or "King"!

No bathing suit competition, no talent show! All they need is sponsorship by a community business or civic organization - and a love for kids, an ability to appeal to their friends, co-workers and family members for a worthwhile donation, and a desire to make an impact on our community.

The creative energies of these wonderful community members are remarkable! Sporting custom-created chocolate themed hats, candidates officially "kick-off" their annual quest for the crown on the first of February and the race is on! The following weeks are filled with fun, camaraderie, team work, new friends, and lots and lots of chocolate.

Inspired and mentored by the Chocolate Fest's "Queen Mum", (local business leader, Sherry Swim), candidates host a variety of fund raisers – from madcap or silly to elegant and grand, contenders compete to raise "votes". Each dollar raised by candidates equals one vote. The candidates with the most votes will be honored as the Fest's "Chocolate Royale!" Queen and King.

The 10th annual Paradise Chocolate Fest will take place on Saturday, May 9th at Terry Ashe Park on the Skyway in Paradise. Past winner of two international awards, the Paradise Chocolate Fest is the place to indulge your love of all things chocolate, offering plenty of sugar-coated family fun for all ages. Special highlights throughout the day include Chocolate Candy Land, Lollipop Old Fashioned Ice Cream Shoppe, Chocolate Chase Fun Run/Walk, Chocolate Pancake Breakfast, Chocolate Cuisine Challenge, Chocolate Pie & Ice Cream Sundae Eating Contests, Cookie Stacking Contest, Green Scene Outdoor Classroom learning stations, Children's Games and Huge Inflatables, Art in the Park, Craft Vendors, Costumed Characters, Musical Concerts and Demonstrations on 3 Stages, Delicious Food & Beverages a Chocolate Extravaganza in Paradise!

The Paradise Chocolate Fest is a special event of Youth on the Ridge Community Foundation, Inc. and benefits non-profit organizations that provide educational, enrichment, recreational and leadership opportunities to youth on the Paradise Ridge. In the past 5 years alone, the Paradise Chocolate Fest has distributed over \$115,000.00 to community youth programs. By supporting our youth on the Ridge, it doesn't get much sweeter.

To be a Chocolate Queen or King Candidate or for more information about the Fest, contact 530/342-4896.

Attached Photo – 2014 Paradise Chocolate Fest King, John Jans and Queen, Sharon McKee.

2014 Beneficiaries Included - Achieve Charter School, Boy Scouts Troop # 316, Boy Scouts Troop # 770, Boys & Girls Club, Champion Christian School, Cub Scouts, Evergreen 6th Grade Academy, Girl Scouts, Gold Nugget Museum, Northern California Ballet, Paradise Center for Tolerance & Non Violence, Paradise High School Band, Paradise High School Girls Basketball, Paradise High School Musical Production, Paradise Piranhas Swim Team, Paradise Rotary Interact, Paradise Unified School District Choral, Paradise Youth Soccer, Strings In Schools, and Youth for Change.
2015 Beneficiaries will be announced February 1, 2015.