

BEFORE

(Written by someone else)

PRESS RELEASE

Ramona On Parade

April 22 - 10 a.m. RAMONA ON PARADE, sponsored by the City of Hemet. The parade is part of the renewal program by the Cities of Hemet and San Jacinto to welcome the 1000's of visitors who come to the San Jacinto Valley to see RAMONA, America's longest running outdoor drama. The City of Hemet were the leaders in the banners lining Florida and Stetson Ave's and are sponsored by several of the local and successful housing developers.

"The Ramona Bowl Amphitheatre is extremely proud of our cities, Hemet and San Jacinto, support and enthusiasm for this great play, RAMONA, and the impact it has had in our valley for over 80 years", said Janine Mundwiler, GM at the bowl.

Parade begins at 10am traveling west on Florida Ave. starting at Santa Fe Street.

A Cultural Festival will take place 10am - 4pm at Weston Park with food, entertainment and vendors all celebrating the 83rd season of RAMONA.

The Parade will feature entries from valley business and service clubs as well as cast and crew from the production of RAMONA. Cowboys and Indians will be highlighted as well as the striking entry of Ramona and Alessandro, played by Jeannette Gardea and Vince Whipple. Vince will be leading the horse carrying Jeannette down the parade route.

April 22nd is opening day for RAMONA with additional performances, April 29-30, May 6-7 & 13. All seats are great seats - call today, 1-800-645-4465 or order online at ramonabowl.com

FOR IMMEDIATE RELEASE

AFTER
(Rewritten by Steve Mortensen)

Date: April 12, 2006

Contact: Janine Mundwiler, 951-658-3111 x 102

Launching the Pageantry of 'Ramona' With a Parade and Festival

(HEMET, California – April 12, 2006) Starting at 10:00 a.m. on Saturday, April 22nd, the streets of Hemet will be awash in the bright colors and rich sounds of 'Ramona,' the Official California State Outdoor Play. The festivities will begin with a parade traveling west on Florida Avenue starting at Santa Fe Street, followed by a Cultural Festival running from 10:00 a.m. until 4:00 p.m. at Weston Park with food, entertainment, and vendors all celebrating the 83rd season of 'Ramona.'

The parade will feature entries from valley businesses and service clubs, and cast and crew from the production of 'Ramona.' Cowboys and Indians in full regalia will welcome spectators, and herald the striking entry of leading characters Ramona and Alessandro, played by Jeannette Gardea and Vince Whipple. Vince will lead a horse carrying Jeannette down the parade route.

'Ramona on Parade' is sponsored by the City of Hemet. The parade is part of a renewal program of the Cities of Hemet and San Jacinto, and rolls out the red carpet to area residents and the thousands of visitors come to the San Jacinto Valley to see 'Ramona.' The City of Hemet took the lead in promoting 'Ramona' with banners lining Florida and Stetson Avenues, and has been supported by several local housing developers.

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(Ramona Parade and Festival – continued)

"The Ramona Bowl Amphitheatre is extremely proud of our home cities of Hemet and San Jacinto, and the tremendous outpouring of local support and enthusiasm for this great play. 'Ramona' has had a significant impact in our valley for 82 years as America's longest running outdoor drama," said Janine Mundwiler, General Manager of the bowl. "Not only do visitors come from great distances to experience this feast for the senses, but the explosive growth in the valley has attracted a whole new generation that's discovering 'Ramona' for the very first time," she added.

'Ramona' vividly portrays the conflict between Native Americans and the new settlers in the early days of California. Traditional Native American and Mexican music and dancing, authentic costumes, and lively scenes of horses galloping toward the late afternoon sky add to the spectacle. This popular show is set against the rugged natural backdrop of the southern Hemet hills, and is presented by a cast of more than 400 local actors, singers, dancers, and horsemen. The natural shape of the amphitheatre enhances the sound quality of the performance, and the beautiful landscaped surroundings create a perfect setting for this colorful and exciting fresh air pageant.

Saturday, April 22nd is the opening day for 'Ramona,' with limited engagement performances on April 29th and 30th, and May 6th, 7th, and 13th. The gates open at 1:00 p.m., with entertainment and pre-show activities starting at 1:30 p.m., and continuing until show time. 'Ramona' performances begin promptly at 4:00 p.m. and conclude at 6:30 p.m. Every seat has a breathtaking view, but it's best to order your tickets early. For tickets or more information, call 1-800-645-4465 or visit www.RamonaBowl.com.

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How the General Manager of the Ramona Bowl Amphitheatre responded to the rewrite:

Steve Mortensen

From: Janine Mundwiler [janine@ramonabowl.com]
Sent: Wednesday, April 12, 2006 7:29 PM
To: 'Steve Mortensen'
Cc: 'Karen Paino'; 'Judy Zulfiqar'
Subject: RE: Press Release for Ramona Parade

Damn - YOU ROCK Steve!
Very nice.