

**PRESS RELEASE**

**Z107.7 FM Radio**

**[Z1077FM.COM](http://Z1077FM.COM)**

for Immediate release

March 28, 2019

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**Z107.7 FM RADIO AND [Z1077FM.COM](http://Z1077FM.COM) SPONSOR GRUBSTAKE DAYS BUSINESS DECORATING CONTEST**

The 69<sup>th</sup> annual Grubstake Days celebration in Yucca Valley, honoring the rich and colorful history of the Morongo Basin region of California's desert, is set for May 25-27, 2019. The theme is "Honoring our Mining, Ranching, and Pioneer Heritage."

The Grubstake Days golf tournament, rodeo, and carnival kick off the weekend celebrations Friday, May 24. Saturday, the activities start early with a county firemen's pancake breakfast at 7 a.m. at the Yucca Valley Elks Lodge. The Pony Express rides into Pioneertown with the mail at noon. Also on Saturday, there will be a tug o' war contest, beard contest, and horseshoes tournament at the carnival grounds at Highway 62 and Hilton Avenue. And don't forget the rodeo Saturday night. On Sunday, there's the 10K/5K run-2K walk, starting at 7 a.m. at Yucca Valley High School, and the tug o' war finals at the carnival grounds. Monday is Kids' Day with games and prizes at the Boys' and Girls' Club on Little League Drive, and the Little Miss and Mister Miner competition, also at the Boys' and Girls' Club.

The 2019 Yucca Valley Grubstake Days celebration is being sponsored in part by Radio Station Z107.7FM and the Z1077fm.com website. "Community Radio" Z107.7 FM Radio is a local family run radio station with the same owners and format since they went on the air in 1989. Z1077fm.com is a local internet phenomenon with 250,000-page views by 55,000 different people just in March of 2019. (Source-Quantcast)

As the celebration approaches, to encourage Yucca Valley area businesses to get into the spirit and encourage shopping locally, Z107.7 FM Radio and Z1077fm.com have teamed up to co-sponsor a free "Western Heritage Decorating Contest" for all businesses located in the West end of the Morongo Basin.

Winners get hundreds of dollars in local advertising, very cool plaques, bragging rights, and, best of all, your customers will know you care about your community!

The contest will be judged by professional local artists and designers. It is free to enter and the rules are simple;

The Theme is “Honoring our Mining, Ranching, and Pioneer Heritage” The judges use a scale of 1-10 for five criteria, “overall appeal”, “Use of available Space”, “Use of Color”, “inventiveness and overall theme”, and “Wow factor”. Painted windows do not qualify for this contest.

Judging will be done in 4 simple categories;

SMALL BUSINESS (up to 1,500 square feet)

Best Interior

Best Exterior

LARGE BUSINESS (1,500 square feet or over)

Best interior

Best Exterior

Awards will be given for 1st and 2nd place in all 4 categories. The judging is done on artistic merit; the decision of the judges is final.

First place winners get \$250.00 in radio advertising from Z107.7\* and a banner ad for 30 days at Z1077fm.com.

Second Place winners get \$150.00 in radio advertising from Z107.7\* and a tile ad on [z1077fm.com](http://z1077fm.com). There are some restrictions, (see \* below).

There is no charge, to enter just call Z107-7 Radio at 760-366-8471 and tell us the name and location of your business and what category you are entering in.

Entries must be businesses physically located in the “Western Morongo Basin”, defined as from Morongo Valley to the West, Joshua Tree to the East, North to Johnson Valley, and South to the border of Joshua Tree National Park.

Deadline to enter is 5:00 p.m. Friday, May 17, 2019. Winners will be announced May 24, 2019

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\*(ad credit can not be used for existing contracts or billing)

\*(ad credit can not be used for political purposes)

\*(ad credit can not be transferred)

\*(ad credit must be used by August 25, 2019)

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Associated Press Hall of Fame, 2010

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[www.z1077fm.com](http://www.z1077fm.com)

[www.theatre29.org](http://www.theatre29.org)