

# **Yucca Valley Sunset Rotary**

## **Press Release**



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## **Morongo Basin Orchid Festival an Overwhelming Success: Netting Over \$12,000 for Charity!**

***Yucca Valley, California, October 10th, 2008***

The 13<sup>th</sup> Annual Morongo Basin Orchid Festival broke another fundraising record this year netting \$12,467.59 for charitable causes. This represents an increase of more than 7% from last year's figures. "We are unequivocally delighted with the outcome of this year's festival!" exclaimed Charles Willis, President of the Sunset Rotary Club in Yucca Valley who sponsors the festival alongside Gubler Orchids. "This year the corporate sponsorship of the festival reached new heights, pushing our profit figure well over that from years when the economy was burgeoning. Despite a worsening economy, it's wonderful that people continue to make the choice to lend a hand to those in greater need than themselves, even though it necessarily means tightening their own belts." Corporate sponsors this year include Costco, Gubler Orchids, Libbey Inc., McDonalds, Pacific Western Bank, and Trader Joe's. Our media sponsors, Hi-Desert Star and Z107.7, did a tremendous job publicizing the event and were a definite force behind the increased festival attendance.

Public support blossomed with the addition of "Rotary Bucks" to the festival. This year the festival hosted 15 charities who registered ahead of time to have booths at the festival. Festival goers received Rotary Bucks for spending money on orchids, food, and drink, and in turn they "donated" the Bucks to the charities of their choice. The Rotary Club will exchange each of the Bucks for no less than one real dollar within the next few weeks. The tightened economy did significantly lower the sales of the higher ticket orchids that have been a mainstay of the festival. However, even though the orchid sales were down this year, the festival was boosted by an almost doubling of the food and the wine & cheese tasting sales. "While both the Gubler Orchids' staff and our entire eleven-member Rotary club work exceedingly hard to make this event a success, it is in fact the people and businesses of the entire Morongo Basin and the lower desert that we have to thank. Their support, attendance, and donations make this all possible and allow us to serve the people of our communities," said Chris Gubler. "It truly is a win-win for everyone participating in the festival, and that is what it is all about."

Please visit [www.gublers.com](http://www.gublers.com) and [www.sunsetrotary.org](http://www.sunsetrotary.org) for more information about the event or its hosts. Next year's festival will be October 3<sup>rd</sup> and 4<sup>th</sup>, 2009.