

The following text was written for a full-color, 3-panel brochure to promote the Gilroy Garlic Festival's 25th Anniversary.

2003 GILROY GARLIC FESTIVAL · July 25, 26, 27, 2003

A lot can change in 25 years.

Back in 1979, most people had never heard of Gilroy, California. And garlic was still a somewhat exotic herb used mostly in Italian and Asian cuisine.

But then Dr. Rudy Melone, who had recently moved to Gilroy, proposed hosting an annual festival to celebrate the end of the garlic harvest and raise money for local charities. Garlic grower Don Christopher and chef Val Filice thought it was a “crazy idea,” but they (along with hundreds of other volunteers) agreed to help. The rest is history. An anticipated first-year attendance of 5,000 jumped to 15,000, and the city of Gilroy and its now-famous Garlic Festival have continued to grow ever since.

Though much has changed since 1979, today's Garlic Festival remains true to the vision of our founders. Hosted by over 4,000 volunteers, we proudly offer the same great food and summer family entertainment that have made it one of the premier food festivals in the world. And we have more to offer than ever before.

Whether you're a “seasoned” veteran or a first time visitor, we hope you'll come help us celebrate our 25th anniversary at the 2003 Gilroy Garlic Festival!

FOOD

The heart of the Gilroy Garlic Festival is still our world-famous Gourmet Alley. This gigantic outdoor kitchen is where the “Pyro Chefs” cook up garlic-laced calamari and scampi in huge iron skillet over blazing fire pits. Meanwhile, an army of volunteers helps prepare other Alley favorites like pepper steak sandwiches, pasta con pesto, stuffed mushrooms, and, of course, garlic bread. There are also many other food booths located throughout the festival grounds. And don't forget to try the infamous only-in-Gilroy garlic ice cream!

ENTERTAINMENT

Each year the Gilroy Garlic Festival offers a wide variety of top-quality entertainment. With three stages and several groups of strolling musicians, you can enjoy the great sounds of rock, country, jazz, bluegrass, reggae, swing, and much more. Meanwhile, our Cookoff Stage features cooking demonstrations by celebrity chefs and finalists in our annual recipe contest.

SHOPPING

Our Arts & Crafts areas showcase over one hundred fine artists and craftspeople who offer a wide variety of unique handmade creations. And the Garlic Mercantile boutiques feature shirts, jewelry, cookbooks, wine glasses, art posters, and many other Festival souvenirs.

FAMILY FUN

Everyone in your family will have a great time at the Gilroy Garlic Festival. Younger kids can enjoy many different hands-on activities, games, and entertainment in our Children's Area, located under the shady trees on the creekside lawns. We also have plenty of non-garlic food booths for those who have not yet acquired a love for our pungent herb. There are fun activities for older kids (and kids-at-heart) too, like rock-climbing walls and the thrilling *got milk?* extreme sports tour. You can even try making your own garlic braid!

...ALL FOR A GOOD CAUSE!

The Gilroy Garlic Festival Association is a non-profit organization that benefits various community projects, charitable groups, and service organizations of Gilroy and nearby communities. Each year, over 4,000 volunteers work at the Festival on behalf of over 160 non-profit groups. Since 1979, the Festival Association has awarded almost \$6 million dollars to these organizations. Where else can you have this much fun and do this much good?