



SEATHLETES

SeaFest

OCTOBER 21, 2017, 7:00 AM TO 7:00 PM

ABOUT THE EVENT

Date: **October 21, 2017**
 Time: **7:00 am to 7:00 pm**
 Location: **Salton Sea State Recreation Area**
 100225 State Park Rd, Mecca, CA 92254
 Contact: info@seathletes.org

SeaFest will feature **The Great California Balloon Race** in the morning and the **Lowest Glow On Earth** at night. The balloon events are sponsored by Imperial Irrigation District. In between will be a **Modernism Week Vintage Car Show and Photo Exhibit**, farmers market, canoes on the water, tethered balloon rides, local music, local hula and local food.

SeaFest is a community celebration to shine light on the cultural, social and natural environment that makes the Salton Sea so special and unique.

www.saltonseafest.com
facebook.com/seafest
facebook.com/californiaballoonrace

ABOUT SEATHLETES

SEAthletes, a 501(c)(3) nonprofit, is based in Palm Springs, CA. Our sole purpose is to engage the next generation to nurture the Salton Sea by connecting them to the water through paddle sports. We created Kai Wai Paddle Sports Club to provide year-round recreation for young people on the sea at no cost to them. Kai Wai's mantra is "care for the sea, and the sea will care for you."

Our goal is to create future stewards for the sea. The kids at the sea today will be the ones playing a big role in how the sea is managed in the future. We want them to love where they live.

We are 100% supported from our event fundraisers. Funds raised from this event will be used to sponsor more Kai Wai kids and for buying key gear needed to take them paddling on the water; canoes, personal flotation devices, aqua shoes and sunscreen.

seathletes.org
facebook.com/seathletes

Event Timeline

- 7 AM **The Great California Balloon Race** Ascension at North Shore Beach & Yacht Club.
- 8 AM **Farmers Market**
Tethered Balloon Rides
- 11 AM **Modernism Week Vintage Car Show and Greetings**
From the Salton Sea Exhibit
Beer garden opens.
- 2 PM **Kimokeo Kapahulehua** speaks and kicks off Kai Wai Club season opener.
- 5 PM Balloons inflate for **Lowest Glow On Earth**.
- 7 PM Event concludes.

Music and dance acts will perform throughout the day on the Sea Stage.



kaiwai.club
facebook.com/paddlekaiwai



IMPRESSIONS
1,028,289

USERS REACHED
267,111

FOLLOWERS
16,656

MEN
50.8%

WOMEN
49.2%