



***Saturday, May 12th ♥ 7th Annual Paradise Chocolate Fest! A Chocolate Extravaganza!
9:00 AM – 5:00 PM • Terry Ashe Park & Recreation Center, 6626 Skyway in Paradise.
Benefiting Youth Organizations on the Paradise Ridge***

“The Paradise Chocolate Fest is the place to indulge your love of all things chocolate!”

Experience a chocolate paradise on the Paradise/Magalia ridge nestled among tall green pines in the foothills of the Sierra Nevada Mountains and overlooking the Sacramento Valley. It's in this community that strikes the perfect balance between its Gold Country historical past and all the comforts of today's living that a small group of individuals with big hearts and a love of chocolate are coming together once again to plan the seventh annual international award-winning Paradise Chocolate Fest benefiting non-profit youth organizations on the Paradise Ridge.

Past winner of two international awards at the Retail Confectioners International Chocolatiers Convention and Expo held in Hershey, Pennsylvania, the Paradise Chocolate Fest is the place to indulge your love of chocolate. The 2011 Paradise Chocolate Fest attracted more than 6,000 attendees and the 2012 Paradise Chocolate Fest promises to be even more exciting by offering plenty of sugar-coated fun for the whole family.

The Fest will be held Saturday, May 12 at Terry Ashe Park on the Skyway in Paradise from 9 a.m. to 5 p.m. The Fest features Chocolate Candy Land where you can dip into decadence at the large chocolate fountain or visit chocolate booths and professional Chocolatiers with countless chocolate delicacies, desserts and confections for sale. Visitors can stroll down Bittersweet Lane or walk up Sugar Tooth Street while savoring delicious chocolate treats. Fest attendees may also enjoy a blast from the past by visiting fifties themed Lollipop's Old Fashion Ice Cream Shoppe, or simply taking a walk through the park and enjoying the musical entertainment, fine art and craft booths and a wide range of food selections.

A very special highlight of this year's festivities will be “Chocolate Royale!” the crowning of the 2012 Paradise Chocolate Fest Queen or King with a sweet celebration for all to enjoy.”

Young Fest goers will have great fun visiting Kidz-Zone including giant inflatables, carnival games, costumed characters, clowns, face painting, musical entertainment and interactive chocolate arts & craft projects.

To celebrate a sustainable event, the 2012 Paradise Chocolate Fest is dedicated to Zero Waste. While the delicious, decadence of chocolate remains front and center in the minds of Fest visitors, organizers are proud to continue their partnership with Northern Recycling & Waste Services to demonstrate how responsible planning and actions can make a huge difference while educating participants and attendees and enhancing the festivities.

Special events throughout the day include a Chocolate Pancake Breakfast, Chocolate Chase Fun Run/Walk, Chocolate Cuisine Challenge, Chocolate Pie Eating and Cookie Stacking Contests, Super Sensational Ice Cream Sundae Spoon-Feeding Contest, “Choc-Full of Fiber” Textile Art Show, a variety of Musical Entertainment and live chocolate demonstrations. Enjoy chocolate in all its many splendors!

Admission - \$4.00 • Children 4 & Under – Free.

Admission includes children's games, contests, chocolate candy, art show, musical concerts, opportunity drawing & more!

Additional Events of the 6th Annual Paradise Chocolate Fest include -

Friday, May 11th ♥ Evening of Chocolate & Wine

7:00 – 10:00 PM • Paradise Community Park • Black Olive & Pearson Road, Paradise Tickets - \$50.00
Guittard Chocolate & Wine Pairings, Specialty Beer Tasting, Wine Auction, Savory Appetizers and Artisan Beer
& Food Samplings, Guest Chef, Chocolate Fountain & Decadent Desserts, Chocolate Paradise Martinis, Jazz Musical Entertainment
Tickets available at Coco Amatrice, Darlene's Fine Chocolates, Joy Lyn's Candies & PIP Printing or contact 530/342-4896.

Saturday, May 12th ♥ Beyond Fitness Chocolate Chase • 5 & 10 K Runs or 5 K Walk

Knowing chocolate is the prize will cause anyone to race for the finish line at the 7th annual Chocolate Chase!
Sponsored by Beyond Fitness, the race begins in their parking lot, located at 7224 Skyway, and follows the historic
Memorial Trail. A one-of-a-kind Chocolate Shoe, designed exclusively by Joy Lyn's Candies in Paradise, will be awarded to winners of
the 5 and 10 K Runs and 5 K Walk. Medals will be awarded to division winners. Race Day Registration 7:00 AM • Race Time 8:00 AM
Pre-Registration Adults \$20.00 12 & Under \$15.00 Late Registration Adults \$25.00 12 and Under \$20.00. For Additional Information
contact Steve Conrad in Paradise, 872-5500

Saturday, May 12th ♥ Chocolate Pancake Breakfast

8:00-11:00 AM • Terry Ashe Park, Luther Drive off the Skyway in Paradise. Tickets \$5.00 p/p
Featuring delicious pancakes filled with Guittard Chocolate chips and topped with Guittard Chocolate syrup,
Sausages, fruit juices and coffee. After breakfast, enjoy a fabulous day at the Fest!
Tickets available at Coco Amatrice, Darlene's Fine Chocolate's, Joy Lyn's Candies or PIP Printing or contact 530/342-4896.

Saturday, May 12th ♥ Chocolate Cuisine Challenge

Join the fun and festivities of the Paradise Chocolate Fest as a participant in the Chocolate Cuisine Challenge.
This deliciously decadent competition is limited to the first 10 completed entry forms in Amateur & Kids categories. Ribbons will be
awarded to Grand Prize, 2nd and 3rd Runner-up, Best Presentation and Most Unique Use of Chocolate, with a special prize presented
to the Grand Winner in each category. Judging begins 10:00 AM, Winners announced at 11:30 AM • Veteran's Memorial Hall, Terry
Ashe Park, Skyway. \$15.00 entry fee – Amateur and Kids categories. - Applications due by May 1st, 2012.

Saturday, May 12th ♥ “Choc-Full of Fiber” Textile Art Show, Competition & Sales

9:00 AM -5:00 PM Free Admission to the Public
New to the Fest! Textile Art Show & Sales in 3 Categories - Knit • Felt • Weave, Quilt • Sew, Rug Hook • Rug Punch
Competition to feature Chocolate &/or Youth inspired Textile Art – apparel, home décor and much, much more.
Ribbons will be awarded for each category - Grand Prize, 2nd and 3rd Runner-up with a Prize presented to the Grand Prize Winner in
each category. Paradise Lutheran Church Fellowship Hall, adjacent to Terry Ash Park, Skyway & Luther Drive.
Applications due by April 15, 2012.

Saturday, May 19th ♥ Chocolate Thunder Motorcycle Run

9:00 – 10:00 AM Check-In \$15 Rider / \$25 Couple
Get ready to rev your engines and support youth organizations on the Paradise Ridge at the “Chocolate Thunder Motorcycle Run!” All
motorcycle enthusiasts are invited to join the fun! Participants will start their road rally at the Town of Paradise “Park & Ride” 6241
Skyway on the Paradise Ridge and travel to check-points throughout beautiful Butte County, to Lake Oroville's Lime Saddle Marina for
a noon-check-in. From there, riders will form a parade up the Skyway in Paradise ending at Calvary Chapel in Magalia. Run includes
Barbecue, Event Pin, Cash Prizes, Raffle, Music, Refreshments at each stop and Lots & Lots of Chocolate! For information, contact
Debbie LaPlant Moseley, 530/342-4896.

***“The Paradise Chocolate Fest is dedicated to benefit non-profit organizations that provide
educational, enrichment, recreational and leadership opportunities to youth on the Paradise Ridge.
This annual celebration raises vital funds and awareness through is a series of fun, community
supported and environmentally conscious events.”***

For information contact Paradise Chocolate Fest Executive Director, Debbie LaPlant Moseley 530/342-4896 or www.chocolatefest.us