

ALLTELL Welcomes You

Welcome to the 2003 National Cherry Festival presented by ALLTEL.

Once again it that special time of year to celebrate Northern Michigan. Many of us were beginning to wonder if summer was going to pass us over this year, but we knew that rain or shine the Cherry Festival would arrive and mean that summer was truly upon us.

ALLTEL is proud to continue our participation this year as the presenting sponsor. We want

to thank you for attending one of the country's premier festivals; ask you to relax and enjoy the beautiful surroundings; and take time to participate in one of the over 150 events brought to you by many hard-working volunteers.

From airshows to parades, from food to teddy bear tees, from music to a casual walk on the beach – there is something at the National Cherry Festival for everyone.

Celebrate summer, celebrate family and help

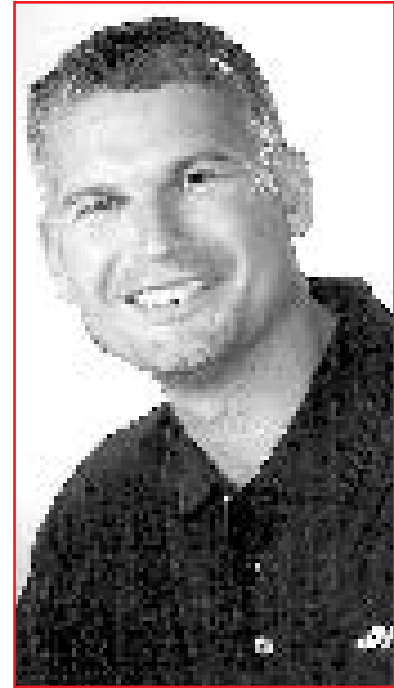
us celebrate America by stopping by the ALLTEL Freedom Tour located in the open space. The ALLTEL Freedom Tour is an exciting interactive sports experience. The customized semi trailer features a racing simulator, Sony Playstations, a free throw shooting contest and a variety of sports memorabilia, including Ryan Newman's racing uniform. Fans may also charge their phones at one of the rapid charging stations.

Thank you Northern

Michigan for opening your world to over 250,000 visitors from across the state and across the nation. All of this could not be made possible without the many hours of time that the volunteers put in and the coordination of many local organizations.

Remember, life is like a bowl of cherries – enjoy the fruit and just spit out the pits.

Chris Pieri
Vice President,
General Manager,
Northern Michigan
For ALLTELL



Greetings from the Governor

Dear Friends:

As Governor of the State of Michigan, it gives me great pleasure to welcome visitors to the 77th National Cherry Festival and to Traverse City, the Cherry Capital of the

World!

The National Cherry Festival is a fun-filled, family event that celebrates the rich history of the cherry industry in the Grand Traverse region — the nation's largest exporter of tart cherries.

While you are here, we hope that you and your family will take time to explore and enjoy the scenic beauty of Northern Michigan. In Traverse City, you will find all the amenities of a metropolitan area, packaged in a

small town America atmosphere.

Again, welcome! Please accept my best wishes for an enjoyable stay in the heart of cherry country.

Sincerely,
Jennifer M. Granholm,
Governor



Words from the National Cherry Festival President

I would like to take this opportunity to welcome all of you to the 77th National Cherry Festival, recognized as one of America's premier family celebrations.

On behalf of the hundreds of volunteers and many corporate sponsors who make this event possible I thank you for joining us.

Over the past 77 years on the beautiful Grand Traverse Bay this celebration has grown to include over 150 events,

with 85 percent of these events being free to our guests. The wide variety of events ranging from air shows, colorful parades, music shows, sporting events, pie eating contests, children's events, and loads of delicious cherries prepared every way you can imagine. Our goal is to provide something for everyone and we hope you will participate in as many events as you can during the festival.

Our mission focuses

attention on the region's primary agricultural product — the cherry. Please take time to visit the Northwest Michigan Horticultural Research Station through our Cherry Connection event. There you can learn all about the production of cherries and see displays of the wide range of products made with this great fruit. Our history is directly linked to the Cherry Industry and we are proud to celebrate this connection.

To our sponsors, we thank you for all of your support. To all of the volunteers and staff, thank you for all of the hours and energy you invest in the National Cherry Festival throughout the year. And to all our guests, thank-you for joining us in beautiful Northern Michigan, have a wonderful National Cherry Festival experience.

Think cherries,
Kay Relyea
National Cherry
Festival President 2003

