

**The National Steinbeck Center Announces:
30TH ANNUAL STEINBECK FESTIVAL AUGUST 5 – 8, 2010:
JOURNEYS: STEINBECK AROUND THE WORLD**

Enter The Travels with Charley Essay Contest July 1st – July 31st

**Non Profit Press Release
For Immediate Release**

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SALINAS, CA , CITY OF LETTERS (June 14th, 2010) John Steinbeck wrote: "I've seen a look in dogs' eyes, a quickly vanishing look of amazed contempt, and I am convinced that basically dogs think humans are nuts." Steinbeck himself drove from Maine to California in an elaborately outfitted vehicle with his dog; their journey is recounted in the book *Travels with Charley*. Not every dog lover can have a mega-van built for travels with his or her canine companion, but an increasing number of vacation spots are geared towards people who want to take dog-inclusive trips.

In honor of John Steinbeck's *Travel with Charley*, The National Steinbeck Center Executive Director Colleen Bailey invites you to write an essay about your favorite journey with your dog. The essay must be focused on traveling with your dog. There will be two categories for essay: one winner for the best domestic travel story and the second winner will be for the best international travel story. You can submit photos of you and your pet from the journey with the essay. Winners will receive a \$100 PetCo gift certificate and a membership to the National Steinbeck Center .

Essay contest rules:

- Contest dates: from July 1st – July 31st.
- Essays cannot exceed 300 words.
- Essays will be judged on the most Steinbeckian journey.
- Essays are judged by a local journalist and dog enthusiasts.
- Essays are due via email to marci@chatterboxpublicrelations.com no later than 5:00 p.m. on July 31st, 2010.
- Winners will be announced during the National Steinbeck Center Festival *Travels with Charley* Dog Look-Alike Contest on Saturday, August 7th between 1:30 p.m. – 2:30 p.m.
- Need not be present to win.
- All essays must be submitted with first name, last name, email address and phone number.

The National Steinbeck Center unveils its 2010 Steinbeck Festival, *Journeys: Steinbeck Around the World*, to be held from August 5 – 8, 2010 . The festival will explore journeys of all kinds, throughout America and the wide world, through the eyes of John Steinbeck and others. Each year, hundreds of people from all walks of life attend the annual four-day festival, which includes talks, tours, film and the visual and performing arts. This year, for the first time, the Steinbeck Festival will be celebrated not only in Salinas , City of Letters , but in literary locales throughout the wide world from Berlin to Hanoi to Paris . Stay tuned!

2010 FESTIVAL HIGHLIGHTS

JOURNEYS:

- Cup of Gold: A Wine Journey through Steinbeck Country

FOOD:

- Circumnavigate the Globe through World Cuisine by Celebrity Chef Wendy Brodie

TALKS:

- *Next to My Passport: Travels with Steinbeck*, by PBS-featured Ted Conover, author of *The Routes of Man: How Roads*

are Changing the World and the Way We Live Today.

- Steinbeck Behind the Iron Curtain, with Petr Kopeky
- *My Journey with Steinbeck*, an interview with biographer Jackson Benson
- *A Journey through Literary America* with Thomas R. Hummel
- Google Lit Trips: A Grapes of Wrath Virtual Ride-Along with Jerome Burg

PANELS:

- Japan and Steinbeck with Professor Yuji Kami, Executive Director of the John Steinbeck Society of Japan, and Japanese Steinbeck scholars

MUSIC:

- Travels with Singer/Songwriter Charlie Faye: on her 10-Month Tour to America 's unique cities

ART:

- *The World in Mind*: Photographs by Tamra L. Dempsey

Background on The Theme of The 30th Annual Steinbeck Festival:

While John Steinbeck was most famous for his books set in California , much of Steinbeck's work was written in or about places far from his home state. Steinbeck traveled regularly to Mexico , and over one third of his works are either set in Mexico or feature characters of Mexican descent. He spent time in Europe, and during WW II Steinbeck served as a war correspondent for the New York Herald Tribune in Great Britain and the Mediterranean area. *A Russian Journal* (1948) was an account of the author's unique journey to the Soviet Union with the photographer Robert Capa. In 1959 Steinbeck spent nearly a year at Discove Cottage in England , working with *Morte d'Arthur*, one of his favorite books from his childhood. After returning to the United States , he, along with his wife's poodle, Charley, became reacquainted with his own country and in 1962 the national trek was published as *Travels with Charley in Search of America*. In later years he also provided special reports abroad, including in and about Vietnam , and divided his time between New York City , Sag Harbor and California .

Today, John Steinbeck's literature is translated throughout the world. Its popularity has never wavered in Europe and Steinbeck has a vibrant following in the Pacific Rim . His enduring and universal themes continue to touch people of all backgrounds.

Background on the National Steinbeck Center :

The National Steinbeck Center is located in Salinas , California , the birthplace of John Steinbeck. The National Steinbeck Center is a museum and cultural institution whose mission is "to tell the story of John Steinbeck's rich legacy, and to present, create and explore stories of the human condition." The Center offers three visitor experiences: the John Steinbeck Exhibition Hall, which houses seven themed theaters with film clips and interactive exhibits from the Nobel prize-winning author's works, the Rabobank Agriculture Museum, which explores the stories of the Salinas Valley "from field to fork," and changing art and cultural exhibits and a variety of educational and public programs. For more information about the National Steinbeck Center or past festivals, please visit the National Steinbeck Center 's website at www.steinbeck.org.

For more information on upcoming events or purchase tickets call (831) 775-4721 .