FREE

Published by Carson NOW.org

THE NEVADA DAY PARADE
PUMPKINS, PIONEERS & TALL TALES

SATURDAY OCTOBER 31, 2026

10:00 AM PARADE START ◆ DOWNTOWN CARSON CITY, NEVADA

HOT AIR BALLOON LAUNCH 8:00 AM	VENDORS 8:00 AM - 5:00 PM	ROCK DRILL STARTS 10:30 AM	BEARD CONTEST STARTS 1:00 PM	PUMPKIN CONTEST JUDGING 3:00 PM	LIVE MUSIC 3:00 PM - 8:00 PM

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State of Nevada

Executive Department

A Proclamation by the Governor

WHEREAS, on October 31, 1864, Nevada was admitted as the 36th state of the United States of America, earning the proud title, "The Battle Born State"; and

WHEREAS, each year the State of Nevada and the City of Carson City come together to celebrate this historic milestone through the Nevada Day Celebration, the longest continuously running state holiday celebration of its kind in the nation; and

WHEREAS, the 2026 Nevada Day Celebration, themed "Pumpkins, Pioneers & Tall Tales," will honor the pioneering spirit of Nevada's founders while celebrating the harvest season traditions and storytelling heritage that have shaped our communities; and

WHEREAS, the Nevada Day Parade, produced by Nevada Day, Inc., a 501(c)(3) nonprofit organization, brings together tens of thousands of residents and visitors in Carson City for a day of parades, festivities, and community pride; and

WHEREAS, this celebration reflects the resilience, ingenuity, and independent spirit that have defined Nevadans since statehood, and provides an opportunity for citizens of all ages to learn about and take pride in our state's rich history; and

WHEREAS, the continued success of Nevada Day depends upon the tireless efforts of volunteers, sponsors, community organizations, and the citizens of Carson City and the State of Nevada;

NOW, THEREFORE, I, JOE LOMBARDO, GOVERNOR OF THE STATE OF NEVADA, do hereby proclaim October 31, 2026, as

NEVADA DAY

In Witness Whereof, I have hereunto set my hand and caused the Great Seal of the State of Nevada to be affixed at the State Capitol in Carson City, this 19th day of October, 2026

Governor

By the Governor:

Secretary of State

By _____ Deputy



Nevada Governor
Joe Lombardo



Carson City Mayor
Lori Bagwell

PROCLAMATION

Nevada Day Parade 50-Year Time Capsule Initiative
July 2026

WHEREAS, the Nevada Day Parade has celebrated Nevada's history, heritage, and community spirit for more than eight decades, uniting generations in a proud tradition; and

WHEREAS, as our nation marks its 250th Anniversary, we honor the service and sacrifice of the men and women of the Armed Forces, our veterans, and their families; and

WHEREAS, the Nevada Day Parade 50-Year Time Capsule Initiative will preserve the history, memories, and artifacts that reflect the Parade, Carson City, and the people who call this community home; and

WHEREAS, residents, students, schools, businesses, nonprofits, veterans groups, civic partners, parade sponsors, and visitors are invited to contribute items that capture the spirit and daily life of Carson City in 2026; and

WHEREAS, students will add artwork and messages expressing their pride in Nevada Day, their community, and their hopes for the future; and

WHEREAS, community organizations, businesses, veterans groups, and sponsors may submit photographs, memorabilia, letters, and other keepsakes, while the public may also share personal and digital memories through the Nevada Day Parade mobile app; and

WHEREAS, Premier Sponsors and Friends of the Nevada Day Parade may contribute curated time-capsule boxes and envelopes recognizing their support of this tradition; and

WHEREAS, the Time Capsule will accept contributions from July 4 through Nevada Day, October 31, 2026, after which it will be sealed for fifty years and opened in 2076 during the nation's 300th Anniversary; and

WHEREAS, the Time Capsule will preserve not only artifacts but also the voices, stories, service, and community spirit that define Carson City and the Nevada Day Parade.

NOW, THEREFORE, I, Lori Bagwell, Mayor of Carson City, Nevada, do hereby proclaim July 4, 2026, as the official opening of the America 250 to America 300- Nevada Day Parade 50-Year Time Capsule Initiative, and encourage every resident, student, family, veteran, business, nonprofit organization, civic group, parade participant, sponsor, and visitor to take part in this extraordinary opportunity to preserve the memories, traditions, and stories that define who we are today.

Dated this 4th day of July 2026.

Lori Bagwell

Lori Bagwell, Mayor

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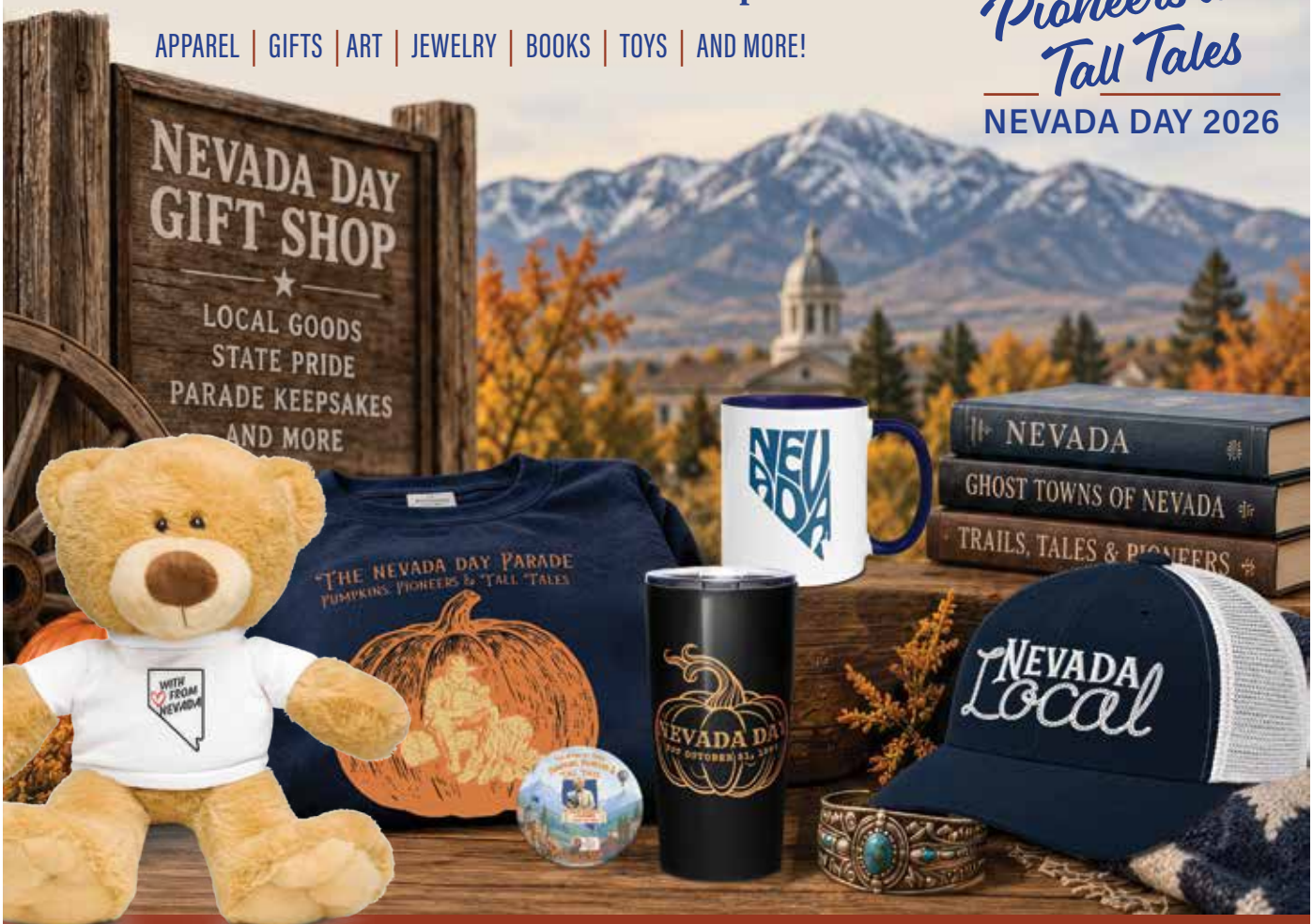
Pumpkins, Pioneers and Tall Tales

NEVADA DAY 2026



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Letter from the Nevada Day Parade Board

Hello, Friends and Fellow Nevadans! Welcome to the 2026 Nevada Day Parade, "Pumpkins, Pioneers and Tall Tales!"

This October 31, we proudly celebrate **162 years of Nevada statehood** with a day that brings together our pioneering spirit, colorful history, community pride, and a little Halloween fun.

Nevada has always been a place of bold adventures, unforgettable characters, and stories worth telling. This year's parade celebrates that heritage with creative floats, marching bands, classic cars, community groups, and plenty of Nevada spirit.

We're also excited to introduce our **first-ever Pre-Carved Pumpkin Contest** at the Nevada Day Gift Shop, with categories for all skill levels and cash prizes. Winning pumpkins will even earn a special place in our **Nevada Day 50-Year Time Capsule,** preserving a piece of this year's celebration for future generations.

As our nation marks **America's 250th anniversary,** Nevada Day gives us another reason to reflect on the people, stories, and traditions that helped shape the communities we cherish.

None of this would be possible without our dedicated volunteers, parade participants, sponsors, first responders, and community partners. As a nonprofit led by a volunteer Board of Directors, we are deeply grateful for everyone who helps keep this treasured Nevada tradition alive.

Nevada Day is more than a parade—it's a celebration of **our history, our people, and the pride we share in calling Nevada home.**

Happy Nevada Day! May your pumpkins be bright, your tales be tall, and your Nevada pride shine for generations to come!

With Nevada pride and gratitude,

The Nevada Day Parade Board of Directors

Nevada Day, Inc.

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Nevada Day Inc. Volunteer Board of Directors

THANK YOU to the Nevada Day Board of Directors for your hard work and dedication in organizing the Nevada Day Parade and its surrounding events!


Tom Donaldson


Jonda Cvek


Brian Nixon


Elizabeth Sevier


Jennell Peck


Steve Nichols


Jay Dargert


Krissy Vollersen


Josie Chelotti


Alexander Cassimus


Kevin Broward


Jen Estrada


Chantell Peck


Heather Wiese


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Rowan Colgan


Tammie Welch

Corporate Officers

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Vice President, **Jen Estrada**
Treasurer, **Brian Nixon**
Secretary, **Krissy Vollersen**
Executive Director, **Chantell Peck**

Board of Directors

Parade Director: **Jennell Peck & Jen Estrada**
Parade Operations Director:
Jennell Peck & Elizabeth Sevier
Marshal Director: **Jonda Cvek & Elizabeth Sevier**
Hot Air Balloon Director:
Jay Dargert & Krissy Vollersen
Band Director: **Tom Donaldson**
Staging Director: **Brian Nixon**
Equipment Director: **Kevin Broward**
Post-Parade Events Director:
Rowan Colgan & Heather Wiese
Special Event Directors:
Josie Chelotti & Tammie Welch
Social Media Director: **Janessa Nunez**
Grand Marshal Director: **Alexander Cassimus**

Additional Nevada Day Partners

Kirk Caraway, Program Coordinator, Carson Now
Jenny Treece, Advertising Director, Carson Now
Kelsey Penrose, Writer, Carson Now
Ken Brown, CPA
Mindy Henley, Nevada Gift Shop Staff
Tana Stigile, Nevada Gift Shop Staff

A SPECIAL THANKS TO

The wonderful volunteers, participants of the events and parade, sponsors, vendors, and generous donors: Deborah Halleran, Anita R Sheard, Brenda Dokken, Washoe County Sheriff's Office, REMSA & Care Flight, CERT, ARES Radio Operators, Freedom Crane, Cipriani's Barber Shop, Paradise Salon Spa Wellness, The Carson Mall, Nevada Fence, Bobcat Property Management, Cartbarn, Cassinelli Landscaping, Carson Demolition & Fresh Start Junk Removal

CITY OF CARSON

Thanks to the Carson City Board of Supervisors for the generous grant provided each year for Nevada Day, as well as:

Mayor Lori Bagwell, Carson City Sheriff's Department, Fire Department, Business License Division, Health and Human Services, Public Works, Parks and Recreation, Chamber of Commerce, Nevada Department of Transportation, and Nevada Department of Motor Vehicles.

AND THANKS TO YOU FOR BEING A PART OF NEVADA DAY!

A Special Thank You to Jenny Treece



For more than a decade, Jenny Treece has been part of Nevada Day, first with the Nevada Appeal and now as Advertising Director for Carson Now. Her enthusiasm, knowledge of Nevada Day's history, and willingness to jump in wherever needed have made her someone the Nevada Day team has come to count on year after year.

As we place this special edition into the time capsule, we recognize Jenny for her dedication to Nevada Days past, present, and future. Thank you, Jenny, for all you do. We couldn't do it without you!







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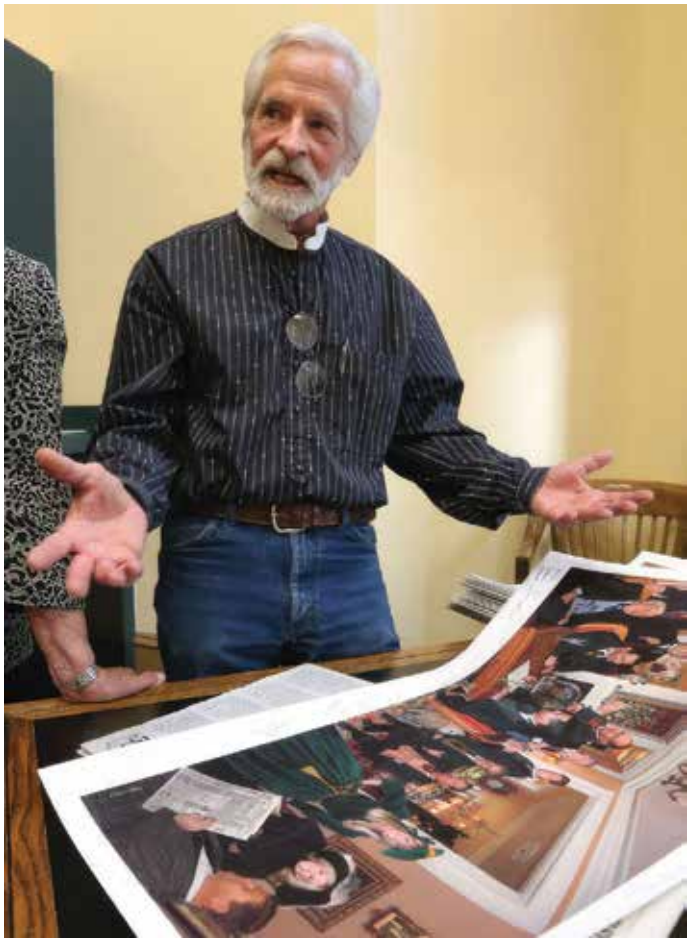
Steven Saylor to serve as grand marshal of 2026 Nevada Day Parade

By Kelsey Penrose



For more than five decades, Steven Saylor has made a career out of art, education and community work in Northern Nevada. This year, the longtime Dayton resident is serving as grand marshal of the 2026 Nevada Day Parade.

Saylor's Nevada story began in 1972, when he moved west after working in advertising and television in Ohio and New York. He took a job as art director for May Advertising in Reno and soon settled in Dayton, where he has lived ever since.

His career has rarely stayed in one lane. Saylor has worked as a commercial artist, college instructor, nonprofit executive and historic preservation advocate while continuing to paint scenes and people tied to Nevada.

In the 1970s, Saylor helped develop art courses for then-newly opened Western Nevada College in Carson City. He went on to teach graphic design, oil painting, watercolor and photography, and managed galleries in Carson City's campus.

Saylor opened Evergreen Studio in Dayton in 1991, housed in a converted historic railroad baggage car that ran on the Carson and Colorado Railroad through Dayton.

Among his paintings is "Landrums," depicting a cowboy playing guitar inside the former Reno diner. The Nevada Museum of Art later acquired the work for its permanent collection. Another painting, "One Night at the Little Waldorf," places University of Nevada, Reno coaches and community members around a poker table in Western dress.



Landrums, by Steven Saylor

Saylor has also used his artwork for fundraising. Projects over the years have benefited the Carson City Rotary Foundation, Carson Tahoe Medical Center, Autism Speaks and the Autism Coalition of Nevada, among others.

His community involvement extends beyond the studio. Saylor was a founding member of the Dayton Historical Society and Dayton Valley Days and served with the Dayton Volunteer Fire Department from 1972 to 1986. He also helped found HEART, an effort that raised money to bring an art instructor to Dayton High School.

From 2018 to 2023, Saylor served as executive director of the Comstock Foundation for History and Culture in Virginia City. His work included fundraising, grant writing, volunteer coordination and preservation projects. He helped coordinate work at the Donovan Mill in Silver City and early

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cleanup and restoration efforts at the Sutro Tunnel.

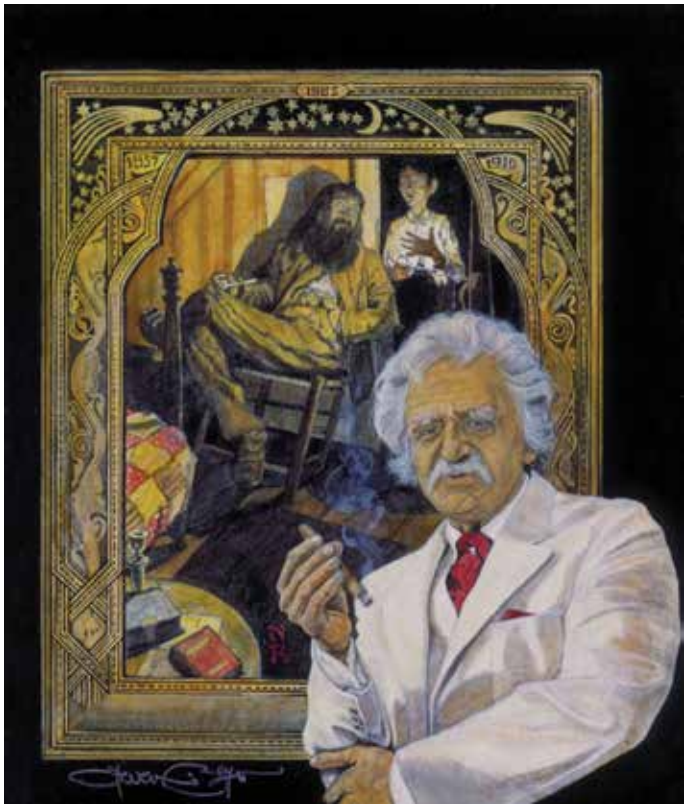
He has also served as director of the Territorial Enterprise Mark Twain Museum, a trustee of the Northern Nevada Railway Foundation, a Nevada Museums Association board member and a board member of the Carson Tahoe Regional Healthcare Foundation.

Saylor's career has brought several honors. Western Nevada Community College named him Instructor of the Year in 1986. Kent State University, where he earned bachelor's and master's degrees, presented him with a lifetime achievement award from its School of Visual Communication Design in 2017. He was named Virginia City's Businessperson of the Year in 2021.

Keep your eyes peeled for Saylor as he leads the Nevada Day Parade procession!



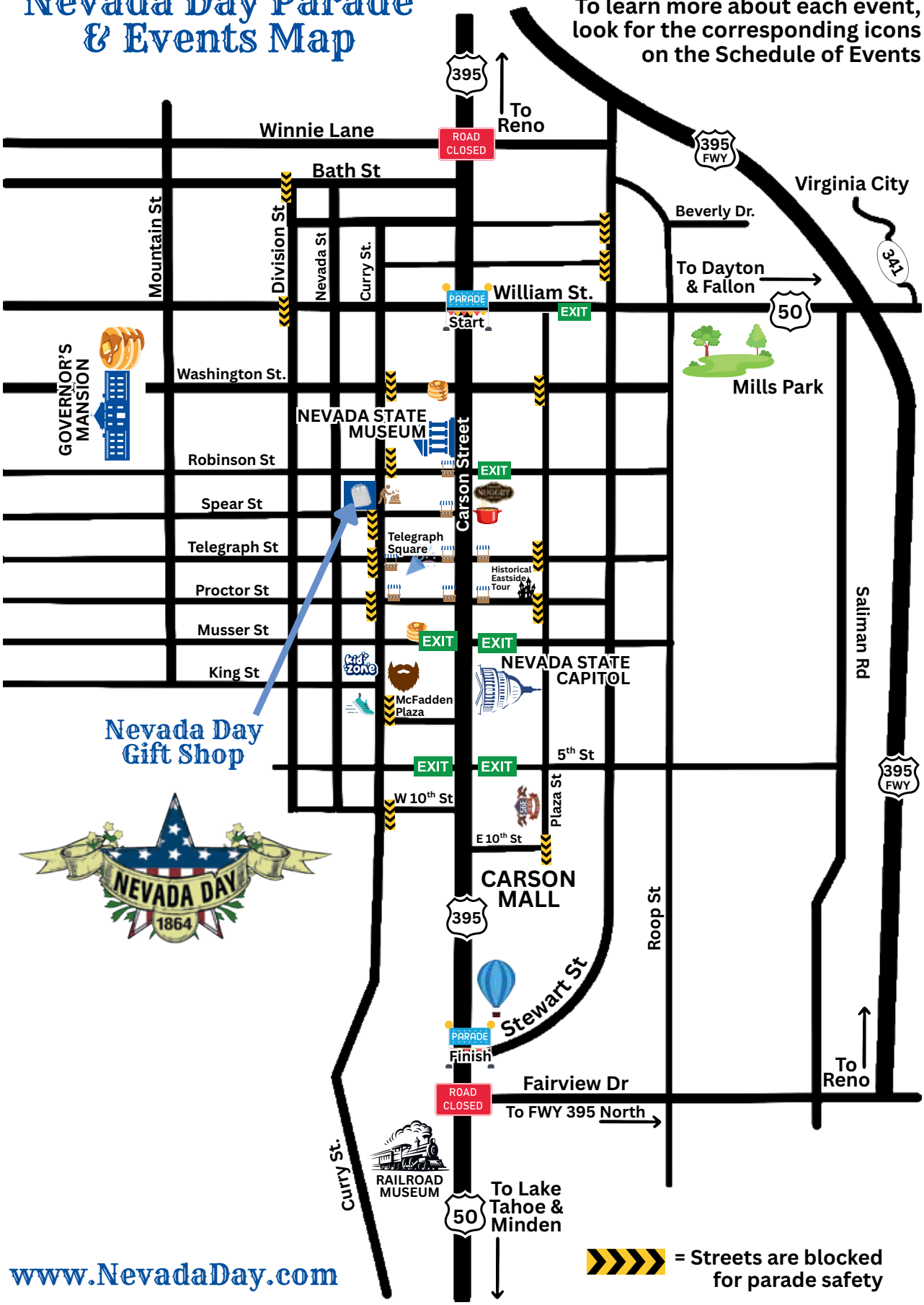
Steven Saylor with his *Centennial Celebration*, photo courtesy of KNVC



This Reminds Me of a Story, by Steven Saylor

Nevada Day Parade & Events Map

To learn more about each event, look for the corresponding icons on the Schedule of Events



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2026 Nevada Day Weekend Schedule of Events

Ongoing and Multi-Day Events

Nevada Day Powwow—Oct. 30-Nov 1

Nevada Day Powwow begins Friday, October 30, 2026. Grand Entry begins at 7:00-11:00p. Saturday 2:00-5:00p. Saturday Evening 7:00-11:00p. Sunday 12:00-5:00p. The event is free to the public. Family-friendly; all ages welcome. No alcohol or drug use allowed. No pets.

Nevada Day Open House at the Foreman-Roberts House Museum

Saturday, October 31, 3:00–5:00 p.m

After the Nevada Day Parade, continue the celebration with a visit to the historic Foreman-Roberts House Museum, 1207 N. Carson Street. Guests will be welcomed into one of Carson City's treasured historic homes for special costumed, docent-led tours of the museum. Our docents will bring the house and its history to life while sharing stories about the people who lived there and Carson City's fascinating past.

Nevada Day Parade Events

Saturday | October 31 | 6:00a.m.

Coffee & Balloons

Coffee & Balloons start Oct. 31 at 6 a.m. near Carson Mall. Enjoy coffee and mimosas while hot air balloons inflate and launch. This event kicks off the Nevada Day parade day festivities. Arrive early for the best views.

Saturday | October 31 | 7:00-9:30a.m.

Metcalf Way Breakfast Buffet at Red's Old 395 Grill

Metcalf Way Breakfast Buffet runs 7-9:30 a.m. at Red's Old 395 Grill, 1055 S. Carson St. Pancakes, eggs, bacon, sausage, and more will be served. Tickets are $8 advance or $10 at the door. Proceeds support Nevada Day events.

Saturday | October 31 | 7:00-9:30 a.m.

Nevada Day Pancake Breakfast



The 36th Annual Nevada Day Pancake Breakfast will be held Oct. 31 from 7–9:30 a.m. at the Governor's Mansion, 606 N. Mountain St. The event is hosted by the Carson City Republican Women's Club and features pancakes, eggs, ham, juice and coffee. Tickets are $7 for adults and $3 for children under 10, with proceeds funding a scholarship for a local high school senior.

Saturday | October 31 | 8:00 a.m.

Nevada Day Balloon Launch



The Nevada Day Balloon Launch starts at 8 a.m. near Carson Mall on Carson Street. Balloon flights last about an hour, weather permitting. Sponsors may ride in balloons. Public viewing is free.

Saturday | October 31 | 8 a.m.-4 p.m.

Nevada Day Vendors



Come support the official Nevada Day Vendors, now located in the downtown corridor from Robinson St. to Proctor St. on both sides of Carson Main from 8 a.m.- 4 p.m. on Saturday, October 31st. Full of local Nevada artists and local businesses.

Saturday | October 31 | 8:00a.m.-4:00pm

Nevada Day Classic Race



The Nevada Day Classic Race begins at 8 a.m. on Oct. 31. The event includes an 8K and a 2-mile run/walk through Carson City's west side. Costumes are highly encouraged and all finishers receive wooden medals. Net proceeds benefit Guide Dogs for the Blind.

Saturday | October 31 | 8 a.m.-4 p.m.

Nevada Day Kid Market & Adventure Zone

Come support the Nevada Day Kid Zone, located at the 200 S. Curry St. parking lot from 8:00 a.m - 4:00 p.m. on Saturday, October 31. Full of family-friendly local vendors and activities for kids of all ages.

Saturday | October 31 | 9a.m.-4:00 p.m.

Festivities at Carson Mall

Nevada Day at the Carson Mall on South Carson Street. Visitors can enjoy live music, browse craft and merchandise booths. Come be a part of Battle of Bites! Find out which local food vendors win bragging rights. Enjoy watching the cornhole challenge too. The atmosphere is festive and family-friendly throughout the day.

2025 Nevada Day Weekend Schedule of Events

(Continued)

Saturday |October 31 | 10:00 a.m.

Nevada Day Parade



The Nevada Day Parade kicks off at 10 a.m. from William & N. Carson streets and runs about four hours. It features marching bands, floats, equestrian groups, Burning Man art cars and historic displays. The parade concludes at Stewart & S. Carson Street. Spectators are encouraged to arrive early.

Saturday | October 31| 10:30 a.m.

World Championship Single Jack Drilling Contest



The Single Jack Drilling Contest begins at 10:30 a.m. on Curry St. in frount or the Nevada Day Gift Shop Oct. 31. Contestants use hammers and steel bits to drill into Sierra White Granite; the deepest hole in 10 minutes wins. The event honors Comstock mining traditions. Spectators can watch nearby.

Saturday | October 31 | 12–2 p.m.

Nevada Day Chili Feed



The 45th Annual Nevada Day Chili Feed takes place Oct. 31 from 12–2 p.m. in the Carson Nugget's Sierra Room. Guests can enjoy free chili as part of this long-running Nevada Day tradition. Tickets are free and limited, available starting at 10 a.m. at the Carson Nugget Winners Club. Must be 21 or older to attend.

Saturday | October 31 | 2:00 p.m.

Nevada Day Beard Contest



The Beard Contest takes place on the main stage at McFadden Plaza (3rd Street). Categories include longest, fullest, reddest, whitest, best groomed, scruffiest, blackest, salt-and-pepper, and most bearded community. Entry is open to anyone with a beard; no fee required. Prizes and bragging rights awarded.

Saturday | October 31 | 2:00 p.m.

Tours of the Governor's Mansion



Governor and First Lady Lombardo will be hosting the Open House from 2:00 pm – 4:00 pm on Saturday, October 31st.

Saturday | October 31 | 2:00 p.m.

Capital City Community Band

The Capital City Community Band, directed by Nick Jacques, performs at the Legislative Amphitheater right after the Nevada Day Parade. Celebrate the band's 48 years of music and our nation's 250 years of history. Bring a chair or relax on the Capitol lawn. This family-friendly concert is free.

Saturday | October 31 | 3-6 p.m.

Post-Parade Telegraph & Proctor Celebration

The Post-Parade Telegraph & Proctor Celebration runs 3-6 p.m. at Telegraph Square and West Proctor Street. Live music, food and drink vendors, children's activities, and a beer garden will fill the area. It's a social gathering of the community and a celebration after the parade. Admission is free.

Post Nevada Day

Sunday | November 1 | 7:00 a.m.

Post-Nevada Day Trash Mob

Post-Nevada Day Trash Mob meets at 7 a.m. Sunday, Nov. 1, in the parking lot at 3rd and Curry streets. Volunteers gather to help clean up downtown the morning after the parade. Gloves and bags are provided. Everyone is welcome.



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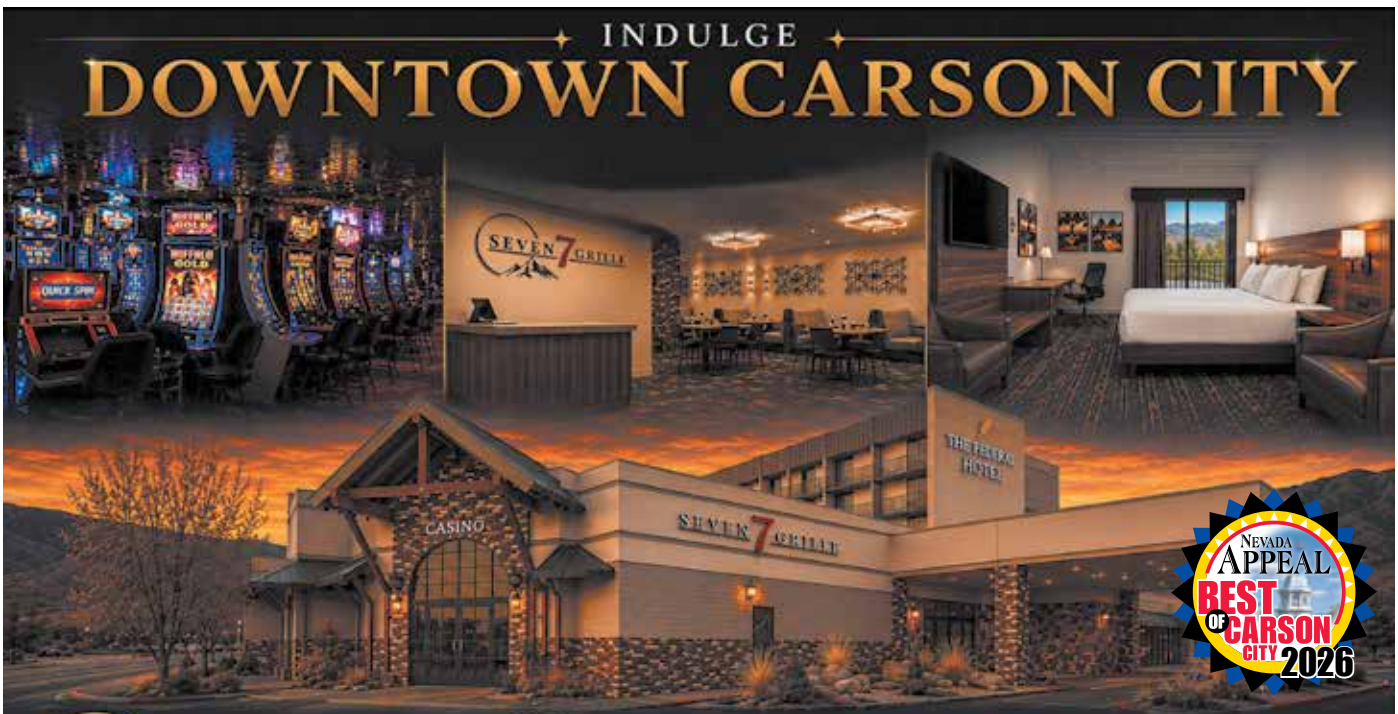

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CARSON CITY DOWNTOWN BUSINESS ASSOCIATION

Remembering Bobby Bean: A Legacy of Nevada Day

The Nevada Day Board



For many years, when Nevada Day rolled around in Carson City, Bobby Bean was somewhere behind the scenes—answering questions, solving problems, bringing people together and helping make one of Nevada's most beloved traditions happen.

Bobby passed away unexpectedly on December 3, 2025, leaving behind a legacy that reaches far beyond the parade route.

To his daughter, Mindy Henley, however, his legacy begins much closer to home.

Bobby was very kind, hardworking, and loving. "He was a great man, an amazing father—and most importantly, an awesome grandfather," Mindy says.



She has countless memories of growing up alongside her dad and being by his side during Nevada Day. While the community knew Bobby for his dedication and service, Mindy knew the man behind it all—the father and grandfather whose family remained at the center of his life.



Bobby was also a familiar face throughout Carson City. He spent more than 20 years as an American Family Insurance agent, building relationships throughout the community he loved. Between his work, his commitment to Nevada Day and his many community responsibilities, Bobby was incredibly busy. But Mindy remembers that he still made time for his family.



Bobby began as a volunteer and board member and eventually became president of Nevada Day, helping guide the organization and the parade for many years. During his leadership, he brought structure, experience and a desire to continually make Nevada Day better.

According to Mindy, much of what motivated him was remarkably simple: he loved people.

"He just had the best time trying to organize the parade and coming together with everybody," she remembers. "It just worked. It came together so smoothly."

For Bobby, successfully bringing Nevada Day together each year was a source of pride—not because he needed recognition, but because it was another opportunity to serve Carson City.

Even after stepping away from the presidency, Bobby never really left Nevada Day. People continued to call.

What would you do? What do you think? How should we handle this?

After so many years of involvement, Bobby had become something of a living history book for the organization. He understood how the parade had evolved, why things were done certain ways and how challenges had been solved in years past. His knowledge—and



his willingness to share it—remained invaluable.

That makes Nevada Day 2026 especially meaningful. It is the first parade since Bobby's passing, and those who worked alongside him feel the absence of the man they so often turned to for guidance.



But Bobby Bean will still be part of this Nevada Day.

He will be there in the traditions he helped strengthen, the relationships he built, in the organization he helped shape with the people carrying that work forward — including his daughter Mindy, who today welcomes visitors to the Nevada Day Gift Shop and helps support the celebration her father loved so much.



Bobby spent years helping Carson City celebrate Nevada. This year, Nevada Day celebrates him.



Happy Nevada Day!

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The Great Comstock Potato Rescue

By Harmony Heywood • Friends of Sutro Tunnel

In the winter of 1890, Virginia City had a problem. A very Nevada problem.

Snow had buried the Comstock. One newspaper reported it piled ***"nine feet high on Virginia City's main street, high enough to step from the snowbank onto second-story awnings."*** Trains couldn't get through. Geiger Grade was buried, and provisions were running dangerously low.



VEGETABLES HOISTED OUT OF MINE.

At Virginia City the snow piled nine feet high on the main street, and it was possible to step from the street to the second-story awnings.

Provisions ran low, and a vegetable famine was prevented only by running potatoes and other vegetables from Dayton, eight miles through the Sutro tunnel to the 1700 level of the Consolidated California and Virginia mine shaft, and hoisting them thence to the surface in ore cars.

How They Were Supplied.—When Virginia City ran short of potatoes eight tons were sent from the ranches near Dayton through the Sutro Tunnel and hoisted up the C. & C. shaft. Thus the Comstockers were supplied with an abundance of spuds during the blockade.

Hoisting Potatoes.

During the snow blockade wood sold in Virginia City at $28 per cord. Eight tons of potatoes were delivered at the mouth of Sutro tunnel, by Carson river ranchers, then hauled in cars by mules to the C. & C. shaft and hoisted to the surface a distance of 1,700 feet. They could not be hauld by the Geiger grade because of the deep snow.

And then came the crisis:

Virginia City was running out of potatoes!

Fortunately, Virginia City had something most snowbound towns did not have: a nearly four-mile tunnel running underneath the mountain.

The Carson River ranchers delivered **eight tons of potatoes** to the mouth of the Sutro Tunnel. The potatoes were loaded into cars, hitched to mules, and began a 3.88-mile journey underground. They traveled through the tunnel to the Consolidated California & Virginia mine shaft.

From there, eight tons of spuds were hoisted roughly **1,700 feet straight up through the mine** and delivered to the snowbound residents of Virginia City. A newspaper reporting on the event declared that **"a vegetable famine was prevented."** Another was even more cheerful about the outcome: **"the Comstockers were supplied with an abundance of spuds during the blockade."**

Adolph Sutro spent years fighting to build his tunnel to drain and ventilate the mines of the Comstock. He probably never imagined that one day it would help save Virginia City from a potato emergency. In Nevada **reality is stranger than a tall tale.**





The Night When Aliens Came to Washoe Valley

A Tale by Teresa Heenan

During my time as a Park Aide with Nevada State Parks, I collected plenty of wild stories. One of my favorites happened one summer while I was serving as a Camp Host. The park was hosting a weekend agility event for a group of horsemen. One of their activities was a midnight ride, where the riders attached glow sticks to their horses' reins. As most people know, Washoe Valley has some wonderfully dark skies. That night, the darkness set the stage for a little unexpected excitement. Some of the campers came up to me, concerned about strange glowing objects moving up and down on the north side of the park. They were convinced that aliens had appeared! Of course, I knew nothing about any extraterrestrial visitors. It turned out that the mysterious glowing objects were simply the horsemen riding their horses in the dark, with glow sticks lighting up their movements. The mystery was solved when we heard the girls riding the horses giggling in the darkness. The campers and I had a good laugh once we realized that the supposed alien invasion was nothing more than a group of horseback riders enjoying their midnight adventure. It just goes to show that when you're camping under the dark skies of Washoe Valley, you never know what you might see. Sometimes, what looks like an encounter with extraterrestrials is just a few horses, some glow sticks, and a little nighttime fun!



Nevada Day Looks to the Future with New Technology

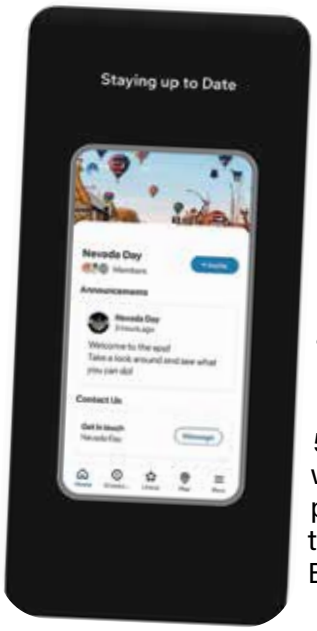
Executive Director Chantell Peck helps bring new tools and fresh ideas to a longtime Nevada tradition.

Nevada Day has always been a community effort. From organizing parade entries to producing the traditional printed program, countless people have helped make Nevada Day the event we know and love today.

Now, under the leadership of Executive Director Chantell Peck, Nevada Day is taking some important steps into the digital age.

Peck has been instrumental in introducing technology that makes organizing the parade easier, improves communication with participants, and gives the public new ways to stay informed.

"My goal was to make things easier for everyone involved, from documenting processes and organizing the parade lineup to communicating with participants and engaging with our community," says Peck.



One of the biggest changes is the Nevada Day event app, designed to put parade information, event details, and important announcements right at your fingertips.

For years, the printed Nevada Day program has been a parade-day staple, thanks to the dedication of local publishers, advertisers, and community partners. As Nevada Day moves toward more digital communication, those contributions remain an important part of its history.

And while the future may include fewer printed programs, the idea of a special collector's edition remains worth exploring.

For now, the message to Nevada Day attendees is simple: **Download the Nevada Day app and get ready to enjoy the celebration in a whole new way.**

The app is intended to make it easier to explore Nevada Day activities, find parade information, and receive updates and announcements as the celebration unfolds.

Get Connected Before Parade Day!

Download the Nevada Day app before the festivities begin so you're ready to explore events, follow parade information, and stay up to date with the latest Nevada Day news.

As Nevada Day looks toward the next 50 years, community ideas are always welcome. Whether it's a commemorative program, new activities, or creative ways to share Nevada history, the Nevada Day Board welcomes suggestions.

The Nevada Day, Inc. Board extends a special thank-you to Chantell Peck for her efforts to help modernize Nevada Day, as well as for the countless hours of behind-the-scenes work she dedicates to planning and coordinating the Nevada Day Parade. Her commitment, hard work, and attention to detail help bring this beloved tradition to life each year. We also extend our heartfelt gratitude to the many individuals, volunteers, businesses, and organizations whose dedication and support over the years have helped make Nevada Day the cherished celebration it is today.

The tools may change, but the heart of Nevada Day remains the same: celebrating Nevada and bringing our community together.

Scan this QR code or visit your phone's app store to find the Nevada Day app.



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Wishing you a Happy Nevada Day!

NEVADA 1864

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The Birth and Death of the American Flats

Most people who were raised in the area spent some portion of their teenage years creeping around the ruins of the United Comstock Merger Cyanide Mill near Virginia City, better known as the American Flats.

Unfortunately, the ruins were demolished in 2014 by the BLM, but they still live on in our Comstock-loving hearts.

The Flats were a looming, colorful colossus—a network of buildings half-destroyed by time that intrigued photographers from around the world, thrill-seeking climbers, graffiti artists, angsty teenagers, and history buffs alike.

The decision to demolish the Flats was a heated one, and many petitions sprang up in an attempt to save them. But the BLM ultimately determined that the site was a safety hazard, despite the fact that only two people had ever died there—one while the mill was still in production in the 1920s, and another in 1996, when a man attempted to ride an ATV up a stairwell and flipped.

The mill was actually in production for only four years after its completion in 1922. Cyanide was used in the process of extracting silver ore, but when the price of silver collapsed, the mill collapsed as well.

American City sprang up in the area near Virginia City, just south of Gold Hill, during the boom of the late 1800s and, for a brief moment in history, was actually considered as a possible capital after Nevada became a state in 1864.

However, after the demolition of the Flats, nothing of American City remains today.

During World War II, most of the metal was stripped from the buildings to help with the war effort, leaving behind the skeletal concrete remains, which eventually became a haven for artists.

The Fine Grinding and Concentration Building was the structure most people knew, with its towering ceilings and open floors. Groups of thrill-seekers would compete against one another to see who could climb the highest and leave their artwork and graffiti tags on the topmost portions of the concrete ruins.

The Ore Bin and Coarse Crushing Plant served, in a way, as the entrance to the site—a two-story building half-buried in the ground, with mermaid-green pools that seemed bottomless and decades' worth of spray-paint cans floating on top of the still water.

The Precipitation and Refining Building was an easier challenge to conquer. The way inside was to climb to the open second story and descend a rickety iron ladder into the dark, cool belly of the structure.

Then there were the tunnels beneath the Cyanide Plant, where huge water tanks once stood.

Some people said they went down seven stories, others said twenty. Realistically, I don't know myself because the lower tunnels were often hidden beneath deep water or blocked by collapsed rubble

and stone. It was a labyrinth of pitch-black, short, narrow tunnels that sloped farther and farther down into the earth. People often reported spotting ghostly figures at the ends of the tunnels, always just out of sight or darting around corners.

People from around the world came to leave their artistic mark on the Flats. Each year, the previous artwork would be covered with new graffiti. Some were tags left by unofficial climbing clubs to mark that they had reached new, more impressive heights. Others were silly markers of attendance. As the years went by, massive, sweeping murals appeared that could cover the entire exteriors of the concrete buildings.

Naturally, the actual ruins were strictly off-limits and patrolled by federal rangers.

Once, I took my younger cousins and a few of their friends there as a rite of passage, just as I had been taken there as a teenager myself. A park ranger spotted us climbing up through the subterranean tunnels and detained us.

He was particularly unhappy when we admitted that, yes, we knew it was prohibited to be inside the ruins. He then called each of the minors' parents, growing more and more frustrated as every parent told him that, yes, they knew where their kids were, and yes, they knew it was off-limits—but it was the Flats! They had all been taken there as teenagers themselves.

I walked away with a $75 trespassing fine as the only adult on the scene. But it was worth it to know that a younger generation was able to experience the dangerous, historic playground before it was fully demolished a few years later.



For additional photos of the Flats, visit Atlas Obscura's article.

The BLM also commissioned a documentary before the demolition, which can be viewed on YouTube.

The Nevada Lore Series is written by Kelsey Penrose and focuses on the legends of Nevada and the surrounding areas that help build our culture, from Washiw folklore, to ghostly visions from the Old West, and current modern-day urban legends.



The Petrified Man:

How a Comstock tall tale became its own punch line

On October 4, 1862, a newspaper story drew eyes from around the world. Published in the Virginia City Territorial Enterprise, 'Petrified Man' detailed the discovery of a "stony mummy" found in the mountains south of Gravelly Ford and a failed plea for extraction-by-dynamite suggested by the locals.



Territorial Enterprise, 1863

PETRIFIED MAN

A petrified man was found some time ago in the mountains south of Gravelly Ford. Every limb and feature of the stony mummy was perfect, not even excepting the left leg, which has evidently been a wooden one during the lifetime of the owner - which lifetime, by the way, came to a close about a century ago, in the opinion of a savan who has examined the defunct.



The body was in a sitting posture, and leaning against a huge mass of croppings; the attitude was pensive, the right thumb resting against the side of the nose; the left thumb partially supported the chin, the fore-finger pressing the inner corner of the left eye and drawing it partly open; the right eye was closed, and the fingers of the right hand spread apart.

This strange freak of nature created a profound sensation in the vicinity, and our informant states that by request, Justice Sewell or Sowell, of Humboldt City, at once proceeded to the spot and held an inquest on the body. The verdict of the jury was that "deceased came to his death from protracted exposure," etc.

The people of the neighborhood volunteered to bury the poor unfortunate, and were even anxious to do so; but it was discovered, when they attempted to remove him, that the water which had dripped upon him for ages from the crag above, had coursed down his back and deposited a limestone sediment under him which had glued him to the bed rock upon which he sat, as with a cement of adamant, and Judge S. refused to allow the charitable citizens to blast him from his position.

The opinion expressed by his Honor that such a course would be little less than sacrilege, was eminently just and proper.

Everybody goes to see the stone man, as many as three hundred having visited the hardened creature during the past five or six weeks.

Soon after its publication, at least a dozen newspapers reprinted the story — not realizing, apparently, that the work of journalist Samuel Clemens was in fact, a satire.

Clemens (better known to you and I by his later pen name "Mark Twain") wrote the fictitious story for two reasons.

The first: to irritate a local official by the name of G.T. Sewall, with whom he'd recently quarreled.

The second: to poke fun at the gullibility of those who take things for fact far too easily, even when all clues point to a hoax.

Unfortunately for Clemens, his satire was, at least at that point in time, apparently too subtle — the



tale of the Petrified Man found in Nevada spread across the world.

According to Clemens (who should probably not be believed) each time he discovered another newspaper that had reprinted his story as fact he would order a copy.

He would then mail the copy to his nemesis G.T. Sewall, who he said would throw the papers into his backyard.

Clemens began using the name Mark Twain in 1863, and his national breakthrough as a satirist came two years later with his famed story about a jumping frog in Angels Camp, California.







The Nevada Lore Series is written by Kelsey Penrose and focuses on the legends of Nevada and the surrounding areas that help build our culture, from Washiw folklore, to ghostly visions from the Old West, and current modern-day urban legends.




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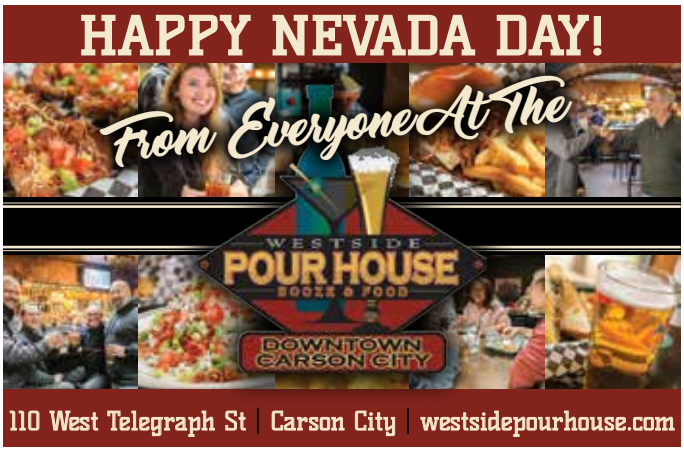
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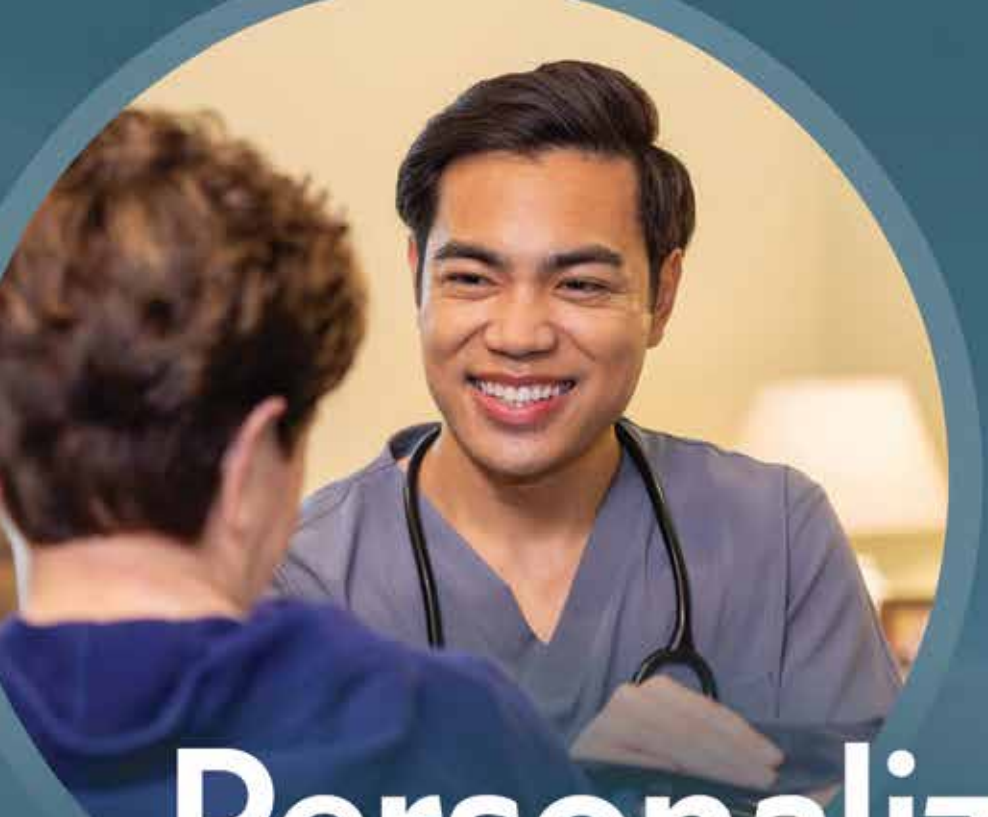

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1001 Mountain Street
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Nevada Day Parade Line Up Map

Division 1,2,3 & 4 Line up at 8:00 AM
Divisions 5,6,7,8,9 & 10 line up at 9:00 AM



Parade Line Up

Parade Line Up is subject to change. For the most updated listing, please go online to: **CarsonNow.org** or **NevadaDay.com**

DIVISION 1 – BATH STREET



1. Carson City Sheriff's Office
2. Carson City Sheriff's Aero Squadron
3. Washoe County Sheriff's Office
4. Washoe County School District School Police
5. Storey County Sheriff's Office
6. Lyon County Sheriff's Search and Rescue
7. Nevada Department of Public Safety / State Police / Highway Patrol Division
8. Northern Nevada Honor Guard
9. Nevada Department of Corrections
10. State of Nevada Department of Transportation
11. Warren Engine Co,1
12. Carson City Fire Department
13. Truckee Meadows Fire Protection District
14. Central Lyon Co Fire
15. 1879 Fire Steamer from Liberty Engine Company in Virginia City
16. Alameda County Fire Department
17. Care Flight
18. Nevada Peer Support Network
19. American Red Cross of Northern Nevada
20. CNA/NNOC/NNU- Representing Nevada's Nurses
21. Smokey Bear and Firefighters from the United States Forest Service
22. Nevada Division of State Parks
23. Nevada Department of Wildlife
24. Nevada National Guard
25. National Guard Products
26. Grand Marshal Steven Saylor
27. Governor Joe Lombardo and First Lady Donna Lombardo
28. Lieutenant Governor Stavros Anthony
29. U.S. Senator Jacky Rosen
30. Senate Republican Leader Robin Titus
31. Nevada State Senator Lisa Krasner



32. Nevada Secretary of State Francisco V. Aguilar
33. Nevada Controller's Office - Andy Matthews
34. Attorney General's Office - Aaron Ford
35. Assemblyman PK ONeill District 40
36. University of Nevada, Reno "Pride of the Sierra" Wolf Pack Marching Band
37. Carson City Mayor Lori Bagwell
38. University of Nevada, Reno Athletics
39. Legacy Grand Marshal Bobby Bean
40. Disabled American Veterans Chapter 7 Carson City

DIVISION 2 – ADALINE STREET



41. Carson High School Blue Thunder Marching Band
42. Carson High School Cheerleading
43. Capitol FFA-Carson High School Ag
44. Carson HS Naval Junior ROTC
45. Reno-Sparks Indian Colony & Tribal Chairman Daryl D. Gardipe
46. Waste Management
47. Sierra Basin Post Acute Rehabilitation Center
48. Las Vegas Raiders
49. Pathways to Aviation - Above & Beyond @ The Discovery
50. PistenBully
51. Reno Rodeo
52. Nevada State Elks Association
53. Reno Aces
54. National Pony Express - Nevada Division
55. The Lodge Assisted Living and Memory Care Community
56. Girl Scouts of the Sierra Nevada
57. Liberty Dogs
58. Western Nevada College
59. Bighorn Plumbing
60. Carson Tahoe Health
61. Branch 137 Fleet Reserve Association



Parade Line Up

DIVISION 3 – EAST LONG STREET



62 McQueen High School "Lancer Pride" Marching Band
63 True Vet Solutions
64 Make-A-Wish Nevada
65 Les Schwab Tire Centers of Nevada
66 Perez Dancing Horses
67 Boys and Girls Clubs of Western Nevada
68 Veterans of the Civil War-Sons of Union Camp 25
69 Forever Dance
70 Heritage Bank of Nevada
71 Veterans of Foreign Wars, Kit Carson Post 3726
72 Truckee Meadows Community College
73 Nevada Cinderella Girl
74 Carson City Towing Inc
75 Carson City Pop Warner
76 Douglas High School Marching Band
77 Nevada Civil War Volunteers
78 Jolt Electric LLC
79 Walker River Paiute Tribe Royalty of 2026-2027
80 Optimist Club of Reno
81 The Parading Arabians
82 Carson City Boxing Club
83 U.S.S. Corvina (SS-226)

Division 4 - West Long St.

84 Faith Lutheran Crusader Band and Color Guard
85 Northern Nevada Antique Power Club
86 Saint Sebastian Orthodox Church
87 Corazones Plateados de NV
88 Carson Nugget Casino
89 Carson Montessori Charter School
90 1st Nevada Cavalry
91 The Misfits Theater Group
92 Sierra Nevada REALTORS®
93 Carson Animal Services Initiative (CASI)
94 LT Automotive
95 Elite Exams, LLC
96 Fernley High School Marching Band





Parade Line Up

Division 4 - West Long St. *(cont'd)*

97 Tazmanian Boxing Club & Rock Steady Boxing Northern Nevada
98 Casino Fandango
99 Washoe Tribe of Nevada and California
100 366th Gunfighters Squadron Tribute - Da Nang Vietnam 1971-1972
101 Eagle Valley Children's Home
102 Northern Nevada Celtic Community
103 International Order of Rainbow for Girls, DeMolay International, and Jobs Daughters International
104 Kerak Shrine
105 Ammon-Ra Temple No. 56 Daughters of the Nile Reno NV

Division 5 - E. Adams St.

106 Churchill County High School Marching Band
107 Youth Theatre Carson City
108 National School Of Dental Assisting
109 J.T. Basque Bar & Dining Room The Official State Drink Of Nevada Picon Punch
110 Carson City Little League
111 Carson City BMX
112 The Eagle Valley & Carson Middle School Marching Band
113 E Clampus Vitus Chapter Snowshoe Thompson 1827
114 SloGoin VW II
115 Charros y Vaqueros Del Norte De Nevada
116 Carson City Rotary Club
117 Reno Media Group
118 Freedom Crane Service
119 SHINE// A Jesus Church
120 State Farm Agents Nicole Williams & Lydia Romero



121 Pro Plumbing & Drain
122 Sierra Nevada Junior Rodeo & Gymkhana Club
123 My Ride to Work
124 First Bern Farms
125 Nevada Wing Civil Air Patrol
126 Sierra Nevada Hounds

Division 6 - West Adams St.

127 CartBarn
128 Dayton Pop Warner Football & Cheer
129 Scouting America-Nevada Area Council
130 Southwest Gas
131 American Legion Capitol Post 4
132 Brat's Bargain Brags Thrift and Antique Store
133 NV Energy
134 Sierra Nevada Mercedes-Benz Club
135 Carson Victory Rollers
136 Brewery Arts Center
137 Reno Corvettes Club
138 Bethlehem Lutheran Church and School
139 Northern Nevada Pest Control









Parade Line Up



Division 6 - West Adams St. *(cont'd)*

140 Washoe Little League
141 SloGoin VW
142 Charles Kitchen Realty
143 Silver State Model T Club
144 The Happy Outlet
145 Sagebrush Model A Ford Club
146 Cornerstone Wall & Precast, LLC
147 Battle Born Tree Service LLC.
148 Churchill County Middle School Drama Llamas

Division 7 - East Park St.

149 Reno City FC
150 2 News Nevada
151 Nevada Humane Society
152 DeVoe Construction & Design
153 Custom Truck Accessories
154 Miss Nevada Scholarship Organization
155 Studio J Dance Collective
156 Battle Born Indian Motorcycle Riders Group #2066
157 Nation's Finest



158 East Peak Mug Club
159 Taiwanese Society of Northern Nevada
160 The M25 Initiative of Northern Nevada
161 The Dance Place Nevada
162 Lions International District 46
163 Walmart Heart
164 Sierra Regional Roller Derby
165 Lake Tahoe Corvette Club
166 Vietnam Veterans Chapter 388
167 Thursday Night Cruisers
168 The Light of The World Church
169 High Sierra Power Sports



Division 8 - West Park St.

170 Vertical Dance
171 Sierra Academy of Style
172 United Federal Credit Union
173 "The Patron Saint of Reno" aka The Primadonna Showgirl - Bruka Theatre
174 Gold Dust West
175 Motor Maids INC
176 Keller Williams
177 Team Rubicon
178 Northern Nevada Sikh Society
179 Tri Valley Trikes & Tours
180 CW Beats
181 Sierra Nevada Properties
182 Wild Sheep Foundation
183 R&R's Rebel Rousers

HAPPY NEVADA DAY

Honoring our state's past, celebrating its future, and supporting the communities that make it greater

GREATER NEVADA Credit Union

Parade Line Up



Division 8 - West Park St. *(cont'd)*

184 Carson City Library
185 Rocky Mountain Elk Foundation
186 St. Paul's Lutheran Family of Carson City, NV
187 CGI

Division 9 -Fleischmann Way

188 Miss Nevada 2026, Greta Jones
189 Senators Cycling Team
190 Alpine Fresh Bins
191 Golden Girls Fans of Northern Nevada
192 SIGNPRO of Carson City LLC
193 Madole Constuction
194 Calvert & Hubach, Attorneys at Law
195 Maverik
196 Combat Veterans Motorcycle Association
197 SQ Enterprises LLC
198 Michael Hohl Chevrolet GMC Cadillac
199 Cumulus Media Reno





200 Slakey Brothers
201 International Order of Camel Jockeys
202 Miss Nevada High School America Pageant
203 Dan and Robin Barnett
204 Teenpact
205 Carson Girls Softball
206 America First Credit Union

Division 10 - East John St.

207 McClain's Mobile DJ
208 2026 Miss Pahrump
209 The President and First Lady of the Republic of Molossia
210 NAMI nevada
211 Pure Platinum Salon & Spa
212 Grifols Biomat USA
213 Alliance of Wild Horse Advocates of Northern Nevada
214 Tahoe Power Washing Bros
215 Sierra Nevada Mini Coopers
216 Cinderlite Trucking & Virginia City Silent Riders
217 Untouchable Image Car Club
218 Controlled Burn
219 USS Nevada
220 Propane One
221 Devil Mountain Brigade



Vendor List

Rice Street

Pancho's Tacos – *Food truck that sells authentic Mexican food*

Williams Street

Tahoe Treats – *Sampling and Selling Freeze-Dried Candy & Ice-Cream*

Caroline Street

Pancho's Tacos #2 – *Food truck that sells authentic Mexican food*

Robinson Street

Candy Burger – *Burgers, fried food, drinks*

Claw Me Crazy – *Press-on nails and Glitter tattoos*

D's Family Homemade – *Soaps, Body Butter, quilts, Dog treats*

Let us Charm you – *Sewn, crocheted items and night lights.*

Pour & Garnish Coffee Bar – *Mobile coffee bar, serving coffee and non - alcoholic drinks.*

Riot and Rose Beauty – *Hair Tinsel and sparkle for All Ages*

Saltwater Tavern – *Sell wine, beer, spirits, non-alcoholic beverages, soda*

Simple Mover LLC – *Giving out information about our local moving business*

Spear Street

Alpine Glow Artisan Pottery – *Locally handmade ceramics*

Doggy Style Korean Corndogs – *Food Trailer Serving Korean Corndogs*

Farm Fresh To You – *Family-owned farm that delivers beyond organic produce to your front door*

JustServe – *Make Your World A Better Place to Live*

K Love – *Wire-wrapped jewelry and perfume bottles*

Matthew 9:13 Foundation Incorporated – *Recovery Ranch: A Path From Homelessness to Healing*

MMP Leather – *Genuine Handmade Leather Goods*

Moore Graphics LLC – *Graphic T-shirts, sweatshirts, tumblers, tote bags, and ball cap hats*

One Bite At A Time – *Baked goods,c croissants, cobbler, yeast breads, and sweet breads. Gluten-free and sugar-free also available.*

Sierra Sawdust Designs – *NV reclaimed wood wall art*

Sweet Baby Donuts – *Mini Donuts. Maximum Happiness*

Well Oiled Body Products and Aromatics – *All natural bath, body and home products*

Telegraph Street

Ashes to Armor Apparel – *Selling custom t-shirts and hats*

Battle Born Clothing – *Nevada pride themed apparel/goods and custom art*

Bighorn Crafts LLC – *Artisanal Pickles, Salsa's, Sauces and Condiments*

Elevate 3D Print Labs – *3d printed Fidgets, wall hangers, mini figures*

Eve's Eatery – *Nevada Day, Inc*

Fusion 2 Go LLC. – Steamed buns and dumplings

Gimme Four – *Wood burnings and other crafts*

Mind Honey Clothing – *Designed & produced in Reno, collaborating with local artists.*

Mini Stacks by Caroll – *bite-size pancakes & non alcoholic drinks, sodas, coffee.*

Mountain Cat – *Retail snowboards, clothing, and accessories*

N8TIVE WORKS – *unique handmade jewelry & brilliant suncatchers*

Pink lash, wax &relax LLC – *Permanent jewelry*

Revyn Eyewear – *Revyn Eyewear Sunglasses*

SoBar & Drinkery – *Non alcoholic drinks, sweet treats from a trolley car-style food trailer*

Tahoe Artisan – *Nevada-themed wood art and souvenirs*

Thrift NV – *rocks, crystals, vintage collectibles*

Westside Pourhouse – *Tacos & Burgers inside; liquor outside only*

Wyldlyht Studio – *Shirts and photo booth*

Proctor Street

JBristlecone Ridge Farm – *Homemade Jams, Herbal Self Care, Simmer Potpourri & More!*

Carson City Democrats – *Working hard to help society and our economy keep progressing.*

City Sips – *Dirty sodas, loaded lemonades, and teas*

Committee to Elect David Bailey – *Candidate for Carson City District Attorney*

Committee to elect Oscar Fuentes AD40 – *Assembly District 40 Candidate*

FKTG Tactical LLC – *Rig Ready Trauma Kits, Get Home / Survival Bags*

Great Basin Brewing Company – *Serving Craft Beer, Sausages, Brats, and Dogs*

Hutson Hugs Crochet – *Handmade crochet plushies and gifts*

Magical Tahoe – *Handmade decor items*

NVious Bites – Mobile Snack Trailer

Old Barn Wood Crafts – *Dice games, charcuterie boards, American Flags*

Olivier's Organic French Crepes – *Savory & Sweet Crepes*

Renewal by Andersen – *Full-service window and door replacements*

RISE Dispensaries – *Information and promotional swag*

Rivera's Mexican Food – *asada and birria tacos, loaded fries and nachos, chicken wings and strips, and birria ramen*

Senior Helpers – *Senior care services. Hiring. Handmade items.*

Tickled Pink Dirty Soda Co. – *Refreshing dirty sodas with fun, flavorful combinations!*

Twisted Sugar DMK, LLC – *Dirty Sodas & Energy Drinks, Cookies, Lemonades, Hot Dogs Twisters.*

WID Financial – *Life insurance*

Musser Street

Carson City Firefighters Association Benevolent Committee – *Firefighter's Benevolent Fund Fundraiser*

Curry Street

1864 Tavern – *Serving Drinks from the infamous 1864 Tavern Bar with support*

Backcountry Blends – *Small-batch, all-natural seasoning blends made in Nevada*

Bighorn Strength – *10 x 10 pop-up tent with tables and apparel racks*

Carson Cigar Company – *Misc drinks & spirits for sale*

Faith B – *Handcrafted crocheted Christmas trees, festive décor, and unique gifts.*

Home Means Nevada – *Nevada's signature apparel brand*

NV Energy – *Information booth about energy conservation programs*

Julie Rogers Pomilia - *Author (Granddaughter of Roy Rogers and Dale Evans)*

Mountain Fiber Designs – *western-inspired macramé and fiber art*

Old Barn Wood Crafts – *Dice games, charcuterie boards, American Flags*

RavenMade NV – *Nevada-inspired home goods, gifts, and apparel*

Vendor List

Rooted NV – *Start-up clothing brand rooted in Nevada Pride*
Tahoe Mtn Jewelry Co – *Hand-forged sterling silver jewelry*
The Home Depot – *lead generation for home services*
Trout's Portable Pub – *Mobile Horse trailer bar*
ZuriAfriQ – *African Baskets*

Carson Street

Kitsch Carson – *Kitsch Carson Nevada Day*

8th Street

Iglesia de Jesucristo Palabra miel (Church Tacos) – *Mexican food - tacos, burritos , quesadillas, bowls*
Kairn Coffee – *Coffee trailer with Alaskan coffee and other refreshing drinks!*

McFadden Plaza

2 Sisters Dream Bakery & Pine's 3D Prints – *Food & 3d printed articulated toys*
Broke Girl Bakery – *Fresh homemade cookies, perfect for any occasion!*
Charmed by Missi – *Permanent jewelry, Nevada items, kids toys and more*
Creature Creations 3D Prints – *3D printed toys and games*
Dayton High School Booster Club – *The Dayton High School Booster Club Snack Shack*
Dragon Bird Crafts – *Purple canopy. Sign says Glow In The Dark*
Game On Gaming Trailer – *Mobile video game trailer*
I love Popcorn – *Kettle corn and 13 Flavors of Gourmet Popcorn*
Little Truckee Ice Creamery – *Hand-crafted, organic, all-natural scoop ice cream.*
Medusa by Lisa – *Handmade fashion, jewelry, dolls, and more!*
Scoups Ice Cream & Soup Bar – *Weather permitting, kids outdoor play*
Star & Shore – *Thoughtfully created keepsakes, gifts, décor, and unique finds*
Subzero Goodies – *FREEZE-DRIED! Fruit & Candy - your favorite candy and fruit just got a glow-up*
The Fox Brewpub – *Draft beer & Pizza*
Wild About Discs LLC – *disc golf equipment, accessories, and apparel*

Red's Parking Lot

Whyld – *Drink trailer, canopy, seating*

Nevada Day's 50-year Time Capsule

By Kelsey Penrose



This year, in coordination with America's 250th anniversary, Nevada Day Inc. created a 50-year Time Capsule Initiative, a community-wide project to capture today's Nevada for the future.

The official title of the project is "From America 250 to America 300."

Since July 4, Nevada Day organizers have been collecting photographs, artwork, letters, memorability and digital memories that "capture the spirit of the Nevada Day Parade, Carson City, and communities across the Silver State," according to organizers.

The capsule is set to be opened in 2076, when America will mark its 300th birthday.

Leading up to the parade and sealing itself, a survey was held on Carson Now asking the community to choose their top five choices to go into the time capsule for future generations to enjoy.

The top five winners are as follows:

1. (Tied) a. Photos of Carson City and Nevada today & b. Current prices of everyday items
2. (Tied) a. Map of Carson City / Nevada & b. Information about Nevada's population and demographics
3. News articles from 2026
4. Letters or artwork from Nevada children
5. A list of popular songs, movies and books of 2026

An honorable mention from Carson Now goes out to the respondent who suggested "an orange traffic cone" in the write-in category.

Beyond the Parade:

Nevada Day Expands its Focus on Families

By Kelsey Penrose

For generations, families have lined Carson Street on Nevada Day to watch marching bands, horses and floats move through downtown Carson City.

This year, younger visitors have another option just off the parade route.

The new Kids Market & Adventure Zone is open from 8 a.m. to 4 p.m. in the Third Street parking lot at 200 S. Curry St., adding a dedicated children's area to the Nevada Day celebration.

Admission to the Kids Market is free, with young entrepreneurs operating booths and selling their own products. A pumpkin-painting contest also is offered at no charge.

A $10 activity wristband provides access to attractions including face painting, the Game On Gaming Truck, Sing Van pop-up karaoke and other activities. A Nevada Day snack bar and Kids Zone T-shirts are also available, with proceeds from wristband sales supporting the Nevada Day Parade.

The addition is the newest in Nevada Day Inc.'s focus of bringing more children and family-centric activities into the community year-round.

Over the past year, Nevada Day Inc. has expanded that focus beyond the traditional October celebration with events in the spring and summer.

In April, the organization held an Easter egg hunt at the Livermore Sports Complex, combining a traditional hunt with food vendors, arts and crafts, a bounce house and appearances by community organizations and local first responders.

Three months later, the inaugural Youth Soap Box Derby was hosted in the Galaxy Theatres parking lot on South Curry Street. Children ages 6 to 13 raced homemade, gravity-powered soapbox cars along a course lined with hay bales.





Organizers said the derby, introduced during the nation's 250th anniversary celebration, will return as an annual July 4 event.

A new Nevada Day Inc. mobile app launched this summer, giving the organization another way to promote events outside the weeks immediately surrounding the parade.

"It's the Nevada Day event program in your pocket," Executive Director Chantell Peck said, describing a calendar stretching from the spring Easter egg hunt through parade season.

The changes represent a broader footprint for an organization that has produced the Nevada Day Parade since 1938.

The parade remains its most visible event. This



morning's procession begins at 10 a.m. under the theme "Pumpkins, Pioneers and Tall Tales," with floats, marching bands, horses and other entries moving through downtown Carson City.

Other longstanding Nevada Day activities include hot air balloons, the single-jack rock drilling competition and the annual beard contest.

The Kids Market & Adventure Zone is the newest endeavor to incorporate more family-centric activities into Nevada Day, with this one on parade day! Kiddos can still watch the procession along Carson Street, but when they inevitably become squirrely half way through, they now also have a nearby space to sell something they made, paint a pumpkin, sing karaoke and more.



Nevada Lore TRIVIA

1. What singer was at the center of the infamous 1960s Lake Tahoe abduction?
2. What secret treasure is allegedly buried in the hills surrounding the Nevada State Prison?
3. What internationally famous fashion style was created in Nevada?
4. What Lake Tahoe resort was the site of the notorious 1980 Extortion Bombing?
5. What famed Northern Nevada monsters are cousins to the creature of Walker Lake described in Comstock-era newspaper accounts?

Answers on page 44-45



Nevada Lore TRIVIA

Answers from page 43

1 **What singer was at the center of the infamous 1960s Lake Tahoe abduction?**


RENO EVENING GAZETTE

Storm Backs Up Roadblocks

KIDNAPED SINATRA HUNTED

Singer Abducted From Lake Motel

Sinatra Kidnap Account

Americans Still Held In Bolivia

Answer: Frank Sinatra Jr. was abducted by two 23-year-old former classmates of Nancy Sinatra in December 1963 before his performance at the Harrah's Club Lounge. He was kidnapped from his dressing room while eating fried chicken before showtime, placed in the trunk of a car, and driven through a blizzard to the Los Angeles area. He was ransomed for $240,000, which was paid immediately by Frank Sinatra Sr. immediately – a value of $1.8 million today – and released two days later unharmed. Overcome by guilt, one of his kidnappers confessed to his brother after releasing Jr., who alerted the FBI. All three co-conspirators were taken into custody within the week.



2 **What secret treasure is allegedly buried in the hills surrounding the Nevada State Prison?**

In 1885, a Wells Fargo stagecoach loaded with $62,000 of gold bullion was headed to the Carson City Mint when it was overtaken by bandits — worth $2.14 million today. While the bandits were quickly found, the gold has never been recovered, and the only surviving bandit often bragged he could see where the treasure was buried from his window in the prison.



After serving eight years, the bandit was released on good behavior, but died mysteriously of "natural causes" almost immediately.

Some of the prison guards searched for the missing gold in their off time until the prison closed in 2012, using the view from Gonzales's window as a map.



To this day, the gold has never been recovered.

3 **What internationally famous fashion style was created in Nevada?**

The blue jean! The story goes that in 1870 a woman asked Reno tailor Jacob Davis to make a hearty pair of pants for her woodcutter husband. He whipped her up a pair of pants using a combination of denim and white duck twill created by Levi Strauss, adding copper rivets to the seams for strength.





Soon, everyone, — especially railroad workers — was asking Davis for the pants.

On May 20, 1873, the new business of Jacob W. Davis and Levi Strauss & Company received patent no. 139121 for copper-riveted pants, and the rest is history!

4 What Lake Tahoe resort was the site of the notorious 1980 Extortion Bombing?

On Aug. 26, 1980, a security guard of Harvey's Resort in Stateline discovered a bomb made of 1,000 lbs of dynamite with a letter on top demanding payment of $3 million ($12.2 million today).

It was the largest bomb the FBI had ever encountered at the time, set by then-millionaire John Birges, who claimed he'd lost $750,000 (about $3 million today) to the casino and wanted reparations.

The FBI followed his instructions, but Birges never showed, so they decided to disarm the bomb themselves — which backfired.

Tourists, employees, reporters and Tahoe locals crowded around the barricades — some wearing "I Was Bombed at Harvey's" t-shirts — as bookies took bets on the outcome.

A mistake in disarming caused the bomb to detonate, blasting a massive five-story hole through the middle of the hotel.



The Harvey's bomb remains the most complex improvised explosive device the FBI has examined to this day, and a replica of the bomb is still used in FBI bomb training.

5 What famed Northern Nevada monsters are cousins to the creature of Walker Lake described in Comstock-era newspaper accounts?



Cecil the Sea Serpent of Walker Lake was the subject of multiple newspaper articles between the mid 1800s into the early 1900s — and sightings of the famed man-eating fresh-water serpent continue today, along with sightings of his Northern Nevada cousin Tahoe Tessie. And, we should never forget about this Carson Now editor's personal favorite pond monster, the elusive Carson Cassie, who sometimes appears in the retention pond at the corner of Little Lane and Roop Street after a large rainfall, followed soon after by her husband, Carson Carl, and later, their three pond-monster babies.





Walker Lake's famed sea monster, Cecil the Serpent



Cecil the Serpent is one of the stars of the Armed Forces Day Celebration in Hawthorne.

Legend tells of a terrifying monster said to reside in the depths of Walker Lake that has been sighted for centuries. For years, Cecil even had his own float in the Nevada Day Parade.

The legend of Cecil seems to have first been written down in the early-to-mid-1800s, when Nevada was being explored by white settlers looking to spread out and perhaps try their hand at goldpanning or homesteading.

According to the legend, the lake was home to a Paiute tribe who told settlers stories of a giant, snake-like creature that lived in its depths and was known to have eaten numerous members of the tribe. They refused to go out on the lake to fish for fear of becoming the serpent's dinner.

The stories grew as publications reported sightings and even a few bizarre battles with the lake monster.

In 1868, in a letter to the editor of the Esmeralda Union out of Aurora, resident Reuben Strathers said that he and a friend had killed one of the monsters. He described the creature as having a head similar to a crocodile, with its front feet near its neck and a monstrously long tail. He said it was covered in scales that glistened in the morning sun.

In 1907, a piece published by the Washington Herald reported that a prospector from Goldfield had seen the monster emerge from the depths. The story goes that Don Cornelison and his friend John McCorry had been fishing in a boat about a mile from shore when they spotted the creature.

The report stated: "Cornelison says that at first sight he took the serpent for a man in a skiff, and when it disappeared for a moment he thought the boat had capzied, and rowed toward the spot, when it suddenly reappeared, giving them a good view of its proportions, which they estimated to be about thirty feet in length and six feet across the back."



In 1909, the Reno Evening Gazette reported that a Japanese railroad worker had attempted to swim ashore from a boat but was lost to the water. It was believed that the monster had eaten his remains, as his body was never found.

In 1915, the Walker River Bulletin published a bizarre report claiming the monsters had caused a disturbance in the lake resembling a tsunami. According to the story, in July of that year, about a month before the report was published, there had been a violent disturbance in the water near Dutch Creek. It was so violent that some people believed it to be the result of a nearby volcanic eruption, while others swore it was caused by the serpents.

The story said, "After the outburst or upheaval of water, which sent white horses in every direction, white smoke or fog arose to the crest of Mountain Grant."

In 1934, the Mineral County Independent noted that underground springs fed into the lake and that it was believed Walker Lake connected to Pyramid Lake through an underground passage, which the monsters supposedly used to travel between the two lakes.

There were also reports of a similar lake serpent in Pyramid Lake beginning in the 1870s. An agent to the Paiute-Shoshone tribe named Le Bass wrote to Major Henry Douglas, the Superintendent of Indian Affairs. The letter stated, "the Pyramid Lake Paiutes tell of their ancestors seeing a large snake or serpent in the lake some two or three hundred feet long."

A Paiute legend tells the story of a young man who mocked tales of the Pyramid Lake serpent and was eaten feet-first while his friend ran to get help,

leaving only his head, arms, and shoulders behind.

Another bizarre report circulated for a while claiming that two serpents got into a fight near the shores of Walker Lake as settlers watched from the shoreline. The serpents eventually moved onto shore, where one killed the other. According to the story, the champion sunned itself on the lakeshore before returning to the water. The Goldfield Tribune reported that eyewitnesses claimed the serpent's body was around 70 feet long.

Sightings are still reported today, with people claiming to spot the creature while camping or even simply driving past Walker Lake.

How did Cecil the Serpent get his name? I genuinely don't know. It could be that people began calling the lake monster Cecil after the popular cartoon character Cecil the Sea Serpent appeared, transforming the Walker Lake Monster from a horrifying, teenager-eating creature into a cutesy story, similar to the transition of our favorite Tahoe Tessie.

In a strange twist, it is said that if you bring marshmallows to the lake for Cecil and toss them into the water, he won't turn you into his dinner. So, if you ever go, make sure to bring him some candy—just in case.

Cecil can be found making appearances in Hawthorne and has even appeared in the Armed Forces Parade. After a notable absence of many, many years, Cecil recently made waves (pun intended) after making his return north to grace us with his presence at the Nevada Day Parade here in Carson City.

You can also follow Cecil on social media under @Cecil.the.Serpent, where he is listed as a public figure—and rightly so.

The Nevada Lore Series is written by Kelsey Penrose and focuses on the legends of Nevada and the surrounding areas that help build our culture, from Washiw folklore, to ghostly visions from the Old West, and current modern-day urban legends.



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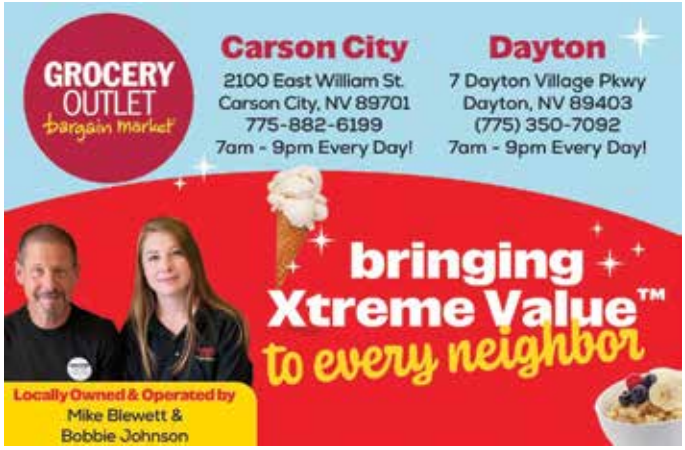

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Double Halloween:

Why Trick-or-Treating is not on Oct. 31 this year, and why that's awesome

By Kelsey Penrose

There's been a lot of fuss this year about the decision to move Trick-or-Treating to Friday, October 30.

The number of people questioning the decision makes it clear that many have forgotten the time-honored tradition of Double Halloween in Carson City.

To newcomers, it must seem like an odd decision, but it is not a new one. Up until the new millennium, trick-or-treating in Carson City fluctuated with the Nevada Day Parade. This is because, if your Nevada history holds, Nevada's birthday is also on Halloween!

However, when Parade Day became standardized to the last Saturday of the month, it meant that unless October 31 falls on the last Saturday of the month, trick-or-treating will always be held on Halloween night.

This year, because October 31 is on a Saturday (aka: Parade Day), it means for a brief moment, the community will get to throw it back to ye good ol' days of Double Halloween.

How is this a good thing, you may ask?

Imagine being a young whipper-snapper growing up in this community before the change occurred. In the planning process, you would, of course, plan to trick-or-treat on Carson City's night.

But for the second round of trick-or-treating, you could choose to head to Gardnerville, Dayton, Reno, or even up to the lake if you could convince your parents to drive up and down the mountain all for the sake of getting those rumored King-sized candy bars at every house.

My parents, however, were never convinced by this reasoning, so I can't say for certain if it was true.

By being able to celebrate Halloween twice, it means you can choose two costumes, two groups of trick-or-treating pals, and of course, double the candy haul!

But, in all seriousness, the most important reasoning to separate parade day from trick-or-treating day should be obvious to everyone who has been in town during Nevada Day Parade celebrations: for the safety of children and pedestrians.

While I don't have any data proving that Nevada Day is the rowdiest day of the year, it is one of the highest days for arrests for drunk driving and general tomfoolery from the public.

Keeping kids off the streets, often in dark costumes and unlit neighborhoods, is more important than a date on the calendar.

It is the duty of every Carson City resident, and every Nevadan, to make sure Halloween stays safe for all, so please: **Embrace tradition. Embrace Double Halloween.**

This Editorial is the opinion of Co-editor Kelsey Penrose, and not a reflection of the opinions of the Carson Now staff at large. However, it should be the opinion of everyone, since any argument against Double Halloween would be ridiculous.



Double Halloween in 1996



Supervisor Curtis Horton, Ward 3 | Supervisor Maurice White, Ward 2 | Mayor Lori Bagwell | Supervisor Lisa Schuette, Ward 4 | Supervisor Stacey Giomi, Ward 1

Happy Nevada Day!

Nevada Day invites us to celebrate the stories, spirit, and creativity that define our great state. This year's theme – "Pumpkins, Pioneers, and Tall Tales" – honors the imagination and grit that shaped Nevada's past and continues to inspire our future.

As the community gathers on October 31st, we extend our appreciation to all who make this celebration possible and proudly recognize our Grand Marshal, Steven Saylor, for his contributions to Nevada's rich storytelling tradition.

The Board of Supervisors encourages everyone to enjoy the parade, festivities, and the shared sense of pride that Nevada Day brings. May today remind us of the pioneers who came before us and the stories yet to be told.

If this is your first parade with us, we know it will not be your last! We are sure your experience will be rewarding. We congratulate and acknowledge the many volunteers who have made this signature event a success.

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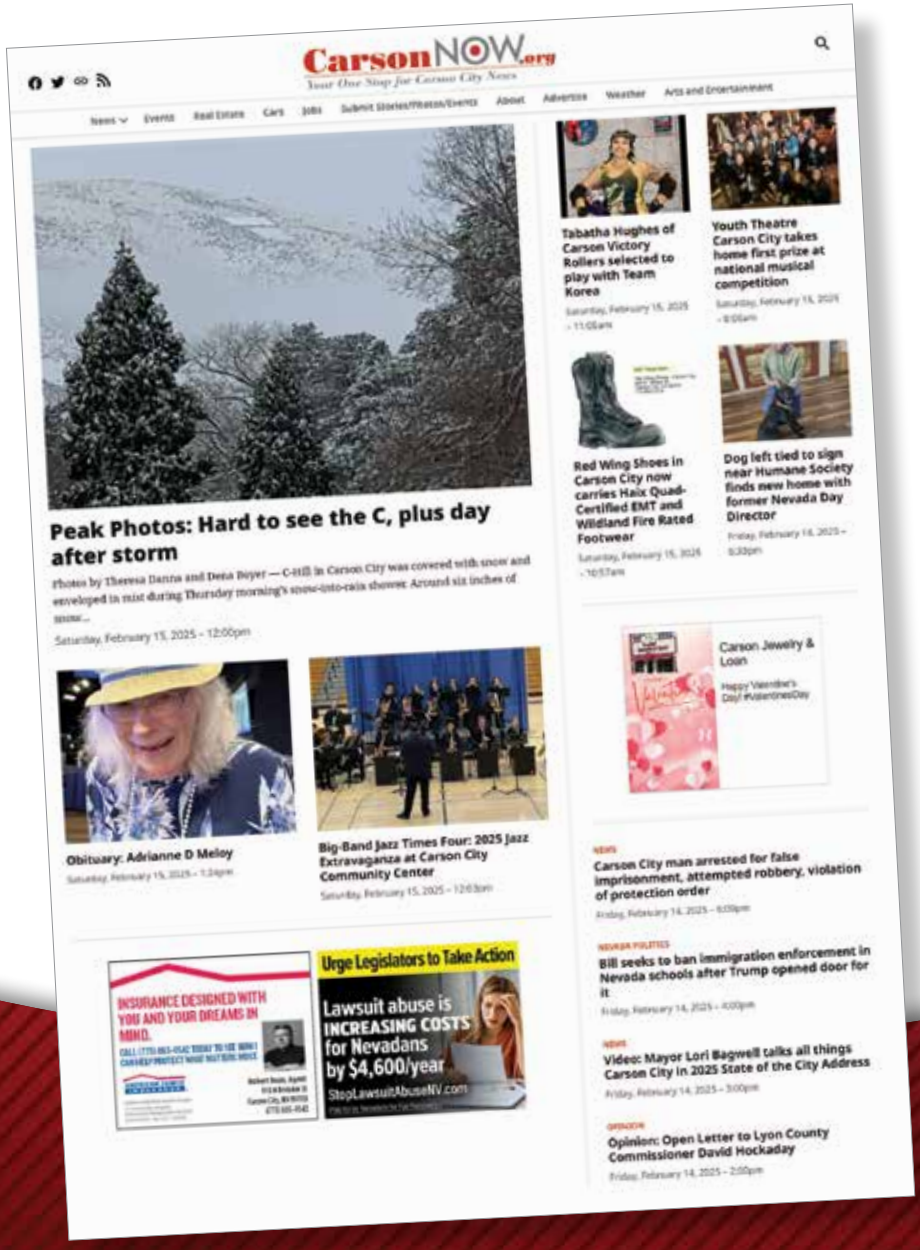

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Nevada Day's 2026 Poster Collaboration features student artwork

This year, the Nevada Day Poster is a work of collaboration.

Lyon County student Xiomara Majarucon's artwork was selected as the winner of the 2026 Nevada Day Art Contest for her interpretation of the parade's theme of "Pumpkins, Pioneers and Tall Tales."

Featured in Majarucon's piece is famed Walker Lake monster Cecil the Sea Serpent, a covered wagon piloted by pioneers, and a field of pumpkins.

Her artwork was incorporated into the poster created by Nevada Day Executive Director Chantell Peck, which features Mark Twain, and an artistic interpretation of the Capitol.





‘Captain’ and the Bizarre History of Lake Tahoe’s Thunderbird Lodge



The Thunderbird Lodge is a bizarre piece of Lake Tahoe history, dating back to the early days of the 1940s, when wealthy high-society types from San Francisco came to develop properties and build their lavish summer estates.



George Whittell, Jr.

The Lodge, however, stands far above the rest due to its eccentric owner, his bizarre life, and the strange underground labyrinth he built.

The Thunderbird Lodge was first built in 1936 by a wealthy San Franciscan by the name of George Whittell Jr., but for some reason, everyone simply called him the Captain.

The Captain, as I will only be calling him from now on, was born into one of San Francisco’s richest families in 1881 and began eschewing high-society standards almost immediately.

Instead of going to a good, expensive college like so many of his peers, he decided to “run away” while still receiving an allowance, naturally, and joined the circus.

He toured with the Barnum & Bailey Circus for many years, funding trips to Africa to capture wild animals for the circus. Later, some of those animals came to live with him at the Thunderbird Lodge.

He married a chorus girl named Florence Boyere in 1903, for which his father quickly purchased an annulment. Soon after, he married another dancer named Josie Cunningham, who filed for divorce only two years later.

After his failed relationships, he joined the U.S. Army and became an ambulance driver and Army captain during World War I. There, he was married a third time to a French woman named Elia Pascal. After the war he returned to San Francisco.



George with Bill standing in cage

He lived much of the 1920s in a Gatsby-esque existence. His days (or, more likely, nights) were spent flitting from one party to the next, interspersed with spending large amounts of money on fancy cars and his famous 55-foot wooden yacht named ‘The Thunderbird.’

In a whirlwind of luck, the Captain pulled $50 million in stocks and bonds only months before the



Courtesy of Thunderbird Lake Tahoe

Wall Street Crash of 1929 and relocated to Nevada.

Upon arrival, he purchased much of the Nevada side of Lake Tahoe, and began building the Thunderbird Lodge in 1936 with Reno architect Frederick DeLongchamps.

He originally planned to develop the 40,000 acres he had purchased into summer properties, a ski resort, and a $1 million casino hotel.

His wealth, in modern-day equivalent, was more than $65 billion.

However, as he grew older, he shed his Gatsby-image for that of the reclusive, eccentric millionaire. His plans turned inward, focusing entirely on the lodge.



Courtesy of Visit Lake Tahoe

The Captain's love of wild animals was life-long, and he kept his exotic pets with him on the property. He built a lavish stone building for his elephant, Mingo. Bill, his beloved African lion, could often be seen alongside the Captain as he drove around the lake in his Murphy convertible roadster.

Running from the main lodge to the 100-foot-long boathouse, where the famed Thunderbird Yacht still lives, is a 600-foot-long tunnel.

The tunnel was blasted out of solid granite with dynamite, and the narrow passage veers off into several rooms that become stranger and stranger as the tunnel progresses.

The roster of rooms include an unfinished indoor swimming pool, a dungeon and an opium den, just to name a few.

The Thunderbird Yacht was the Captain's most prized possession: a custom-built mahogany speedboat built in 1940 for $87,000—about $1.8 million today. This year marked its 86th birthday.



Bill Harrah and associates on the Thunderbird

It has been immaculately preserved and, for a time, was owned by casino magnate Bill Harrah, before eventually returning to its home at the lodge.

It remains there today, suspended by slings inside the boathouse. It can still be rented for excursions on the lake—if you have the funds, that is. The Thunderbird Yacht costs $5,000 an hour for special events.

The Captain died on April 18, 1969, with Elia by his side. Third time truly is the charm, at least in their case.

Until his death, he refused to sell his land holdings, preferring instead to live in his reclusive kingdom alongside his wild animals and elite Hollywood friends. Howard Hughes, among others, often stayed in his luxury Card House.









Courtesy of Travel Nevada

After his death, the Thunderbird Lodge and 10,000 acres adjacent to the property were purchased by Jack Dreyfus of Dreyfus Investments. Dreyfus sold the majority of the land to Nevada State Parks and the Forest Service.

In 1985, Dreyfus put his own touches on the Lodge, building an additional "entertainment room,"



Courtesy of Visit Lake Tahoe

which connected to the original lighthouse. He also built a two-story wing on the original decking of the garage, with the two structures connected by an enclosed glass bridge.

In 1998, a corporation named Del Webb purchased the estate and 140 acres of land for $56 million.

Then, oddly enough, it was exchanged.

The U.S. Bureau of Land Management gave Del Webb 4,000 acres in Clark County near Las Vegas, while the Forest Service received the 140 acres of land surrounding the Lodge.

The Forest Service did not, however, want to take responsibility for the Lodge itself, and so the nonprofit Thunderbird Lodge Preservation Society was born. The organization partnered with the University of Nevada, Reno, to preserve the property.

The buildings were given to the Preservation Society along with a $9.8 million note payable to Del Webb.

In 2000, the estate was added to the National Register of Historic Places.

In 2003, Pulte Homes took over Del Webb, along with the Preservation Society's $9.8 million note. That same year, the University decided to disassociate itself from the Thunderbird Lodge Preservation Society.

In 2009, with gifts from Pulte Homes, the Donald W. Reynolds Foundation, and a series of fundraising campaigns, the Preservation Society settled its debts and took full title to the Thunderbird Lodge.

The Nevada Lore Series is written by Kelsey Penrose and focuses on the legends of Nevada and the surrounding areas that help build our culture, from Washiw folklore, to ghostly visions from the Old West, and current modern-day urban legends.

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