



Explore Butte County Highlights Healing Remembrances & Impressive Progress to Mark Two Year Anniversary of Camp Fire

Paradise Town Council Adopts Bright & Hopeful Daffodil as Official Flower

BUTTE COUNTY, Calif. (November 6, 2020) – Two years ago on November 8, 2018, the Camp Fire devastated the Paradise Ridge community and remains one of the deadliest and most destructive wildfires in California’s history. However, a region filled with amazingly resilient residents, dedicated business owners and a caring community have found ways to regroup, rebuild and reconnect to share expressions of joy through the arts and various activations happening this month. As a fitting highlight, the Paradise Town Council recently – and unanimously – agreed to adopt the daffodil as the Official Town Flower, which represents a bright and hopeful future.

“Over the course of the last two years, the Ridge community has worked tirelessly to recover from the wildfire and move toward rebuilding the community they call home,” said Carolyn Denero, Explore Butte County Executive Director. “By a sheer sense of collaborative will and perseverance, this entire community is demonstrating strong signs of rebirth and renewal. Especially during this time of reflection, we welcome interested individuals to take time to experience some of the joy that has replaced the struggle and devastation.”

A number of uplifting two-year anniversary activations are planned for early November, a sampling of which follows:

- **Paradise Revival Festival (Saturday, November 7 & Sunday, November 8)**
This uplifting and free online festival (taking place via Zoom) connects the members of the Ridge community with individuals and organizations from fire and disaster-affected communities to engage with regenerative community work. The purpose of the organizing group, Regenerating Paradise, is to help the community increase their capability to regenerate Ridge communities with greater harmony and diversity of people, place, and nature.
www.regeneratingparadise.org/paradise-revival-festival
- **Ridge Wellness Project (Sunday, November 8)**
Local artist Jessie Mercer, who created the ‘Ridge Key Phoenix’, has constructed a large, artistic wishing well so those affected by the Camp Fire (in any way) can add a letter or drawing of hope, resiliency and truth that they would like to share. Individuals can participate in the drive-thru event at the Paradise Community Park. In conjunction with the event, the Town of Paradise will distribute daffodil bulbs to those in attendance.
<http://www.paradisechamber.com/events/details/ridge-wellness-project-21712>

Source: Explore Butte County (www.ExploreButteCounty.com)

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- **“The Hope of Daffodils” Art Show (Sunday, November 8)**
Hosted by Paradise Arts Center, the November Anniversary Gallery Show at Nic's Place at Fir and Skyway will feature a virtual art show depicting "The Hope of Daffodils."
www.paradise-art-center.com
- **Joy Will Find a Way: Experience Butte County’s Resilience Through the Arts (Sunday, November 8)**
This free and inspirational film showing takes place at the Meriam Park Drive-In Theater in Chico.
www.meriampark.com/events-calendar/joywillfindaway
- **Self-Guided Tours of Points of Interest and Areas of Progress (Ongoing)**
Community members and interested visitors are encouraged to take a self-guided tour of the area with key points compiled and available on the Paradise Ridge Chamber of Commerce website at
www.paradisechamber.com.

A complete printable listing of Camp Fire two-year anniversary events is available [here](#). For more information about Explore Butte County, please visit www.explorebuttecounty.com or follow on social media – Facebook at www.facebook.com/explorebutteca and @ExploreButteCA on Instagram and Twitter. Also, a comprehensive and downloadable travel guide (beneficial for locals, too) is available at www.explorebuttecounty.com/more/visitor-guide.

For the latest information about what Butte County attractions, points of interest, restaurants, breweries, wineries and lodging options have safely reopened for business, regularly updated information is available at www.explorebuttecounty.com/more/butte-county-reopens.

About Butte County

Butte County, 75 miles north of Sacramento, offers a variety of recreation, authentic local culture, and events within California’s North State. It encompasses 1,677 square miles of farmland, lakes, rivers, foothills, trails, and urban areas. Metropolitan cities include Chico, Oroville, and Paradise. Named after the Sutter Buttes, Butte County was the northernmost gateway of the California Gold Rush and includes land from one of the original Mexican Land Grants. Rich in history, agriculture, ranching and outdoor exploration, Butte County continues to celebrate its origin through expressive arts, recreation, and locally sourced products. Points of interest include Chico State University, Sierra Nevada Brewing Company, Bidwell Park and Table Mountain. For more information, visit: ExploreButteCounty.com.

About the Tourism Business Improvement District (TBID)

The County of Butte initiated regional tourism planning efforts in 2013 with support from the local jurisdictions, including: Oroville, Paradise, Chico, Biggs and Gridley. Explore Butte County, the 501(c)6 non-profit organization, was established in November 2015 to oversee the management of the TBID funds. Explore Butte County is managed by a board of directors comprised primarily of Butte County lodging property representatives. The TBID’s main purpose is to promote future travel and highlight amenities of participating jurisdictions, including unincorporated Butte County, Chico, Oroville, Paradise, Gridley and Biggs; with an ultimate goal of growing regional tourism resulting in increased economic spending within the region.

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