

MEDIA ALERT  
February 25, 2021

#### MEDIA CONTACT

Lynn Calvin  
Plaza Director  
Indian Creek Plaza  
(208) 649-5010  
[info@indiancreekplaza.com](mailto:info@indiancreekplaza.com)

#### Destination Caldwell Welcomes New Marketing Manager

Caldwell, Idaho – Destination Caldwell hires Amy Ritchie as new Marketing Manager. In her position, Ritchie will lead the overall marketing and communications strategy for the local non-profit organization.

“We are very excited to welcome Amy Ritchie to the Destination Caldwell team! Her experience in project management, graphic design and marketing will be integral in continuing our efforts to position Caldwell as a premier gathering place for generations to come,” said Sabrina Minshall, CEO of Destination Caldwell. “Amy will be leading our marketing team with a focus on promoting all aspects of our brand at Destination Caldwell, including Indian Creek Plaza, the AgVenture Trail and the Sunnyslope Wine Trail.”

Destination Caldwell creates high-impact projects that leverage the community’s rich agricultural heritage and vibrant community spirit to build a prosperous future for Caldwell. In partnership with business and civic leaders, Destination Caldwell is making the community an even more desirable place to live, do business, and visit. They place a focus on market fresh goods and farm to fork dining, as well as locally produced wine in their partnership with the Sunnyslope Wine Trail. Destination Caldwell also manages Indian Creek Plaza, a premier gathering space in the heart of downtown. Indian Creek Plaza is located adjacent to the restored Indian Creek and holds year round activities, including ice skating ribbon in the winter, to concerts and farmers markets during spring and summer.

Ritchie joins Destination Caldwell with over 20 years of experience in graphics and design. She has also been a photographer for most of her life and professionally for over 10 years since graduating with a Bachelor of Fine Arts (BFA) degree in Graphic Design and Photography from the University of New Mexico. Ritchie is also a well-known rodeo photographer and has earned her spot as an Idaho Cowboy Association (ICA) photographer. Previously, she has lived in six states across the Western United States before settling down in Idaho for the last six years and now most recently, she has served as a Technical Graphic Designer for the Hospitality Team at Image National Signs since 2015.

“I am very excited to start this new chapter in my career as a part of the Destination Caldwell team. I can’t wait to serve the community in a role that focuses on bringing more people to Caldwell and exploring the rich western culture here,” said Ritchie. “There is so much that Caldwell has to offer, from its friendly residents to the generations of family owned farms and vineyards. I look forward to promoting and sharing it as true destination for people to live, visit and fall in love with.”

###

About Destination Caldwell - Destination Caldwell is a 501(c)(3) non-profit organization whose mission is to leverage Caldwell’s agricultural heritage to promote economic growth. The organization aims to make Caldwell a destination for locally produced wines along the Sunnyslope Wine Trail, market fresh goods, and farm to fork dining. Destination Caldwell is also the City of Caldwell’s managing partner of Indian Creek Plaza, with the intent to produce 250 events and activities each year to attract locals and

visitors to downtown Caldwell. The Plaza is located in the core area of downtown Caldwell's retail district on the corner of Kimball Avenue and Arthur Street and is equipped with an ice-skating ribbon and rink, a stage for concerts, live entertainment and movies, outdoor seating, and two splash pads. For more information, visit <https://www.destinationcaldwell.com> and <https://www.indiancreekplaza.com>.