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MEDIA ALERT

September 19, 2019

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The Only Festival a with Dog Parade, 'Backwards' Driving, and Cardboard Boats

17<sup>th</sup> Annual Indian Creek Festival in Downtown Caldwell

Caldwell, Idaho – Indian Creek Plaza hosts the 17<sup>th</sup> annual Indian Creek Festival this weekend Thursday, September 19 through Saturday, September 21. The festival theme is 'Pure Imagination' inspired by the classic film Willy Wonka and the Chocolate Factory.

## What: Dog Parade

Who: Free registration and admission. Dog owners and their families meet to enjoy a walk along the creek. Owners are encouraged to dress their dog in a costume inspired by the festival's theme. Awards for the dog parade include Best in Show, Best Costume with 'Pure Imagination' Theme, Dog/Owner Look-Alike, and Best Trick.

When: Thursday, September 19, 2019. Registration at 6:30-7:30PM.

Where: Caldwell Luxe Reel Theatre, 913 Arthur St., Caldwell, Idaho

What: Car Cruise 'Backwards' on One-Way Blaine St.

Who: Free registration for cars of all makes, models, years. Blaine Street will be shut down to traffic so

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Creek Plaza.

When: Friday, September 20, 2019 from 7:00 to 9:00 PM

Where: Treasure Valley Community College Parking Lot, 205 S. 6<sup>th</sup> Ave., Caldwell, Idaho

## What: Cardboard Kayak Race

Who: Individuals and teams of up to three people race down Indian Creek in kayaks constructed of only cardboard, duct tape, and paint. Contestants will compete in qualification rounds and the winning kayak of each hear will compete again in the final race. Cash prizes are awarded for first, second, and third place. Free contest registration and free admission.

When: Saturday, September 21, 2019 from 2:00 to 3:30 PM

Where: Indian Creek Park, near 704 Blaine St. Caldwell, Idaho

The festival celebrates Indian Creek Park, a five-acre park in downtown Caldwell that includes two tenfoot wide walking trails alongside the creek that was constructed from 2003-2009. The creek originally ran under streets and business in downtown Caldwell and was daylighted to help revitalize the downtown retail district. More event details and a complete event schedule are available at indiancreekplaza.com.

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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 <a href="https://www.destinationcaldwell.com">https://www.destinationcaldwell.com</a> and <a href="https://www.indiancreekplaza.com">https://www.indiancreekplaza.com</a>.







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