



City of Ketchum

News Release
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Wagon Days Offers New Opportunities to Local Businesses

Concert, Street Party, Food Vending Stands Added This Year

KETCHUM, Idaho — Ketchum is offering new opportunities for food vending stands, plus other ways for businesses to benefit from Wagon Days this year.

More than 17,000 people typically attend the Wagon Days festivities over Labor Day weekend.

For the first time this year, Ketchum businesses may apply for free permits for food vending stands on East Avenue between Fourth Street and Sun Valley Road. This also will be the location for a new event this year, a street party and free concert after the parade. Amy Clawson and Coltrane will be the headline performers.

Food stand locations on the parade route along Sun Valley Road and Main Street are available for a fee. Parade sponsorship opportunities range from \$100 for a mention during the parade to \$2,500 for a wagon, team and customized signage.

Wagon Days also is looking for additional locations for “meandering musicians” to perform on Friday and Saturday, Sept. 2-3.

Additional ideas include sidewalk sales and “parade parties.”

For more information or to reserve a vending space, contact Event Coordinator Heather LaMonica Deckard at 720-4535 or heather@sunvalleyevents.com.

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About the City of Ketchum

The city of Ketchum is located in the Wood River Valley in south central Idaho. Founded in 1880 during the mining boom, Ketchum is now regarded as one of the most popular destinations for winter and summer visitors due to its world-class skiing, mountain biking, fishing, hiking, restaurants, art galleries and shopping. The city of Ketchum hosts the famous annual Wagon Days Parade, held on Labor Day weekend, and numerous other year-round attractions. Ketchum is home to more than 10,000 full- and part-time residents. For more information about the city of Ketchum, visit ketchumidaho.org.

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