



City of Ketchum

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Contact: Lisa Enourato
(208) 720-9766
lenourato@ketchumidaho.org

Ketchum Hosts Meeting to Help Business Owners Prepare, Showcase Community During Total Solar Eclipse Event

KETCHUM, IDAHO – The City of Ketchum is hosting a pair of meetings this week intended to help business owners take advantage of the unique opportunity created by this summer’s total solar eclipse.

Ketchum and the Wood River Valley are in prime position for the thousands of visitors expected to flock to southern Idaho in August to observe a total eclipse of the sun, the first visible from all 48 contiguous states since 1979.

Ketchum and Sun Valley lie in the so-called “path of totality,” meaning residents and visitors will be in excellent position to observe the eclipse, scheduled to occur on Aug. 21.

“We see the solar eclipse event as a way for business owners to help showcase the community and all it has to offer to visitors,” said Ketchum Mayor Nina Jonas.

“I’m encouraging business owners of all kinds to attend and learn about the ways to prepare for the eclipse and the volume of visitors, many of whom will be making their first trip to the city and surrounding area,” Jonas said. “We want to take advantage of this extraordinary opportunity to make a positive and impactful first impression on visitors in hopes they will come back again soon or tell others about all our wonderful community has to offer.”

Both meetings are scheduled for Thursday, June 1. The first begins at 9 a.m., the other at 3 p.m. Both meetings will be held at the Community Library Lecture Room.

Information on events leading up to and during the eclipse will be provided. Representatives from the cities of Ketchum and Sun Valley will be on hand to answer questions, as well as officials from the Sun Valley Company, St. Luke’s Wood River Hospital, the U.S. Forest Service, Idaho Tourism, Idaho Office of Emergency Management and local emergency response personnel.

Anyone interested in attending should email participate@ketchumidaho.org or call 727-5077.

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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. This year, the City of Ketchum will host the 60th annual celebration of its famous Wagon Days on Labor Day Weekend and is in the direct “path of totality” for the solar eclipse on August 21st. Ketchum is home to more than 10,000 full- and part-time residents. For more information about the city of Ketchum, visit www.ketchumidaho.org.