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August 11, 2015

10th Annual Roots Fest Opens Friday, Aug. 28

The Missoula Downtown Association will open the 10th annual River City Roots Festival on Friday, Aug. 28 in preparation of Missoula hosting North Dakota State in the home opener for Grizzly Football. Welcoming University of Montana students and their families back for fall semester, Roots Fest will kick off at 11 am Friday with the Juried Art Show on Main Street and the Family Fun Festival in Caras Park.

Music on Main will commence Friday at 2:30 pm with Dead Winter Carpenters. With a focus on featuring those who have graced the Roots Fest stage in the past, the festival's Friday Night lineup also features Amanda Shaw and the Cute Guys, Clinton Fearon and the Boogie Brown Band, and Goose Creek Symphony, who will take the stage at 8:30 pm.

Festival-goers can bike, walk and bus to Downtown Missoula, thanks to zero-fare Mountain Line, great bike parking, and trails and sidewalks throughout our community. Additionally, all public parking will be free of charge throughout Roots Fest weekend, thanks to the Missoula Parking Commission.

Roots Fest is admission free and full of family fun thanks to more than 50 Missoula-area businesses that sponsor the event. The festival celebrates all Missoula has to offer, including exceptional arts and culture, healthy living and local food and beverages.

Food and beverages are available for sale at the festival. Those who are age 21 and older can purchase a wristband and a signature Roots Fest cup for \$8, and the first drink is free. Major sponsors include the Missoulian, the Missoula Broadcasting Company, Big Sky Brewing, First Interstate Bank and Good Food Store.

Saturday's activities will feature the four-mile run and the stand-up paddleboard (SUP) contest. The run, sponsored by Runner's Edge and Stockman Bank, will start at the intersection of East Alder and Washington, just a block east of the Missoula Farmers' Market. The race will loop up to Greenough Park and back to Downtown, finishing in Caras Park this year.

The SUP Classic will start at 10 am under the Higgins Avenue Bridge and will feature both a one-mile race and a five-mile race, thanks to sponsors Five on Black and Bob Ward's Sports and Outdoors. Following the races, the public will have the opportunity to demo paddle boards, thanks to the staff at Bob Ward's from 2-4 pm. Folks can register today for either the run or the SUP Cup at www.rivercityrootsfestival.com.

With every hotel room in town booked, 14,000 students returning for fall semester, and nearly 30,000 fans rolling in to town for the Griz Football game, Downtown Missoula and Roots Fest will be rockin!

Attached is the full schedule of events for the 2015 10th anniversary festival. For more information, contact the Missoula Downtown Association via phone (406-546-6251) or email (info@missouladowntown.com).

10th Annual River City Roots Festival Schedule of Events

FRIDAY, AUGUST 28, 2015

11 am-5 pm FAMILY FUN FESTIVAL..... Caras Park
11 am-7 pm JURIED ART SHOW Main Street
11 am-10 pm FOOD COURT OPEN Ryman Street
2-10 pm STREET BARS OPEN Main Street
2:30-10:30 pm MUSIC ON MAIN Main Street
6-8 pm Family Friendly Friday Top Hat Lounge
6-10 pm Boys & Girls Club FAMILY CONCERT: *Reverend Slanky* Caras Park

FRIDAY'S MAIN STAGE LINEUP

2:30-4 pm *Dead Winter Carpenters* Main Stage
4:30-6 pm *Amanda Shaw* Main Stage
6:30-8 pm *Clinton Fearon & the Boogie Brown Band* Main Stage
8:30-10:30 pm *Goose Creek Symphony* Main Stage

SATURDAY, AUGUST 29, 2015

8 am-1 pm Saturday Markets..... Downtown Missoula
9:30 am FOUR-MILE RUN..... East Alder
10 am-2 pm STAND –UP PADDLE BOARD RACE..... Boone & Crockett Club
10 am-5 pm FAMILY FUN FESTIVAL..... Caras Park
11 am-7 pm JURIED ART SHOW Main Street
12-10 pm FOOD COURT OPEN Ryman Street
12-10 pm STREET BARS OPEN Main Street
12-10:30 pm MUSIC ON MAIN Main Street
1:30 pm Griz Football vs. North Dakota State Washington Grizzly Stadium
2-4 pm PADDLE BOARD DEMONSTRATIONS..... Boone & Crockett Club

SATURDAY'S MAIN STAGE LINEUP

12:30-2 pm *The Whizpops* Main Stage
2:30-4 pm *Two Bit Franks* Main Stage
4:30-6 pm *The Lil' Smokies* Main Stage
6:30-8 pm *Hot Buttered Rum* Main Stage
8:30-10:30 pm *Acoustic Syndicate* Main Stage

