



MISSOULA DOWNTOWN ASSOCIATION
BUSINESS IMPROVEMENT DISTRICT
MISSOULA DOWNTOWN FOUNDATION

Local & State Media
August 24, 2020

SUPPORT OUR ROOTS: THIS WEEK'S FOCUS IN MISSOULA AUGUST 24-30, 2020

As a city-wide pivot of River City Roots Festival, the Missoula Downtown Association is showcasing *Support Our Roots* week as a comprehensive campaign to encourage Missoulians to celebrate their roots with a more personalized experience, as opposed to showcasing local music and art for the public to enjoy together.

A substitute of the typical live music and art festival in the streets of Downtown Missoula, *Support Our Roots* week features seven days of activities that individuals and families can do to celebrate and support the Missoula community, local businesses and organizations. Highlights include "This Town is Full of Ghosts", an Unseen Missoula guided tour on the Missoula Music scene, the Electric Stream virtual concert series on Mountain Line, the River City Ramble virtual race, the "Draw Your Roots" community arts project in Caras Park, and multiple other activities and options.

Supported by First Interstate Bank, Mountain Line, Providence St. Pat's, DJ&A, Dick Anderson Construction, DCI Engineering, Missoula Broadcasting – The Trail 103.3, Rocky Mountain School of Photography and Altitude Media, *Support Our Roots* also offers a "Top 10 Ways to *Support Our Roots*" checklist with a focus on art and music, local food and beverage, environmental sustainability, and shopping local. Those who complete 10 of the recommended 20 action items are eligible to win a \$100 Downtown Gift Card. Additional details and information on *Support Our Roots* Week can be found online at <https://www.missouladowntown.com/support-our-roots-week/>.

The Unseen Missoula Music Tour is available with limited capacity on Tuesday, Thursday and Saturday of this week. The guided walking tour will showcase how Missoula's music scene has survived downtimes in the past and showcase Downtown Missoula's music venues, past and present. With just a handful of openings still available for the \$25 tour, online registration is available at <https://www.missouladowntown.com/events/>.

The Draw Your Roots Community Art Project features the opportunities for family and friends to collectively design, draw and color a 5-foot by 6-foot section of the Caras Park Plaza with sidewalk chalk. Pre-registration is required to ensure appropriate distancing, and the cost is just \$5 for the chalk.

Additionally, the committee has highlighted ways to dine downtown, shop the virtual sidewalk sale, support local arts and musicians, and sustainability practices that can be easily incorporated into the lives of those who live, work and play in Missoula. *Support Our Roots* also donated a \$5 Downtown Gift Card to every new student enrolled at UM this fall.

The *Support Our Roots* schedule also features the finale week of the Downtown Pop-Ups in Caras Park and the outstanding community events produced by the Missoula PaddleHeads, including Trivia Night, Jurassic Park at Centerfield Cinema, Dine on the Diamond and Sunday's River Cleanup on August 30.

"As usual, the creative pulse of Missoula is alive and well," said Ellen Buchanan, chair of the Roots Fest Planning Committee. "While it's heartbreaking that we can't dance in the streets with live Americana music, we hope Missoulians are inspired by all the ways in which they can *Support Our Roots* and celebrate this amazing place we call home."

For those who feel more comfortable staying home, Missoula Broadcasting will be showcasing Roots Fest music on The Trail 103.3 FM throughout the day on Friday and Saturday, Aug. 28-29, including Saturday evening on Past Lives with Alanya from 7-9 pm and on Acoustic Brunch Sunday morning from 10am-12noon with Mike Smith.

Partners in producing the event include City of Missoula, Climate Smart Missoula, Missoula Paddleheads, and Run Wild Missoula.

For more information or to schedule an interview, contact the Downtown Missoula Partnership via phone (406-543-4238) or email (info@missouladowntown.com).

Support Our Roots Schedule 2020

Monday, August 24

- [River City Ramble Virtual race](#)
- [Bike to Barns – Local Farms Tour](#)

Tuesday, August 25

- [River City Ramble Virtual race](#)
- [This Town is Full of Ghosts: Unseen Missoula Music Tour](#) (4:30pm)
- [Downtown Pop-Ups](#) (5-8pm)
- Paddleheads' Trivia Night (7:30pm)
- [Bike to Barns – Local Farms Tour](#)

Wednesday, August 26

- [River City Ramble Virtual race](#)
- [Downtown Pop-Ups](#) (11am-2pm)
- [Electric Stream Sessions – Mountain Line Virtual Concert Series](#) (6pm)
- [Bike to Barns – Local Farms Tour](#)

Thursday, August 27

- [River City Ramble Virtual race](#)
- [This Town is Full of Ghosts: Unseen Missoula Music Tour](#) (4:30pm)
- [Downtown Pop-Ups](#) (5-8pm)
- Paddleheads' [Centerfield Cinema](#) (7:30pm)
- [Bike to Barns – Local Farms Tour](#)

Friday, August 28

- [Trail 103.3](#) – recordings from Roots Fest throughout the day
- [River City Ramble Virtual Race](#)
- Downtown To-Go – Support Downtown Restaurants
- [Paddleheads' Dinner on the Diamond](#)
- [Bike to Barns – Local Farms Tour](#)

Saturday, August 29

- Downtown Virtual Sidewalk Sale
- Downtown To-Go – Support Downtown Restaurants
- [Trail 103.3](#) – recordings from Roots Fest throughout the day
 - Past Lives w/ Alanya (7-9pm)
- [River City Ramble Virtual race](#)
- Farmer's Markets: [Clark Fork Market](#) & [Missoula Farmer's Market](#)
- ['Draw Your Roots' Community Art Project in Caras Park](#)
- [This Town is Full of Ghosts: Unseen Missoula Music Tour](#) (4:30pm)
- [Montana Fishing Film Festival at Ogren Park at Allegiance Field](#) (8:00pm)
- [Bike to Barns – Local Farms Tour](#)
- ZACC
 - [Social Distance Session: The Best Westerns](#)

Sunday, August 30

- [Trail 103.3](#) – recordings from Roots Fest during Acoustic Brunch (10am-12noon)
- [River City Ramble Virtual race](#)
- Downtown Virtual Sidewalk Sale
- Downtown To-Go – Support Downtown Restaurants
- [Paddleheads' River Clean-Up](#)
- [Bike to Barn – Local Farms Tour](#)

Downtown Missoula: Connecting Our Community!