



FOR IMMEDIATE RELEASE

August 12, 2026

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Caldwell Night Rodeo Kickoff | PRESS RELEASE

This Saturday, August 15th from 6-9 PM

Indian Creek Plaza in Downtown Caldwell, ID

This event is free to attend

Event Webpage: <https://www.indiancreekplaza.com/cnr-kick-off>

EVENT DESCRIPTION:

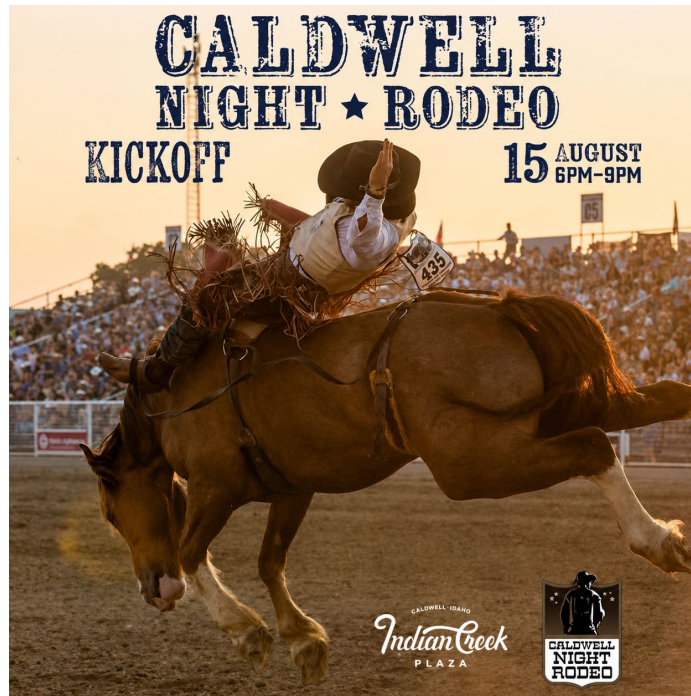
Indian Creek Plaza is turning into a full-blown honky-tonk as we team up with (CNR) Caldwell Night Rodeo to kick off rodeo week in true Idaho style. Expect ice-cold beer buckets from the Plaza Bar, live country music, and enough dancing to put some honest miles on those boots. CNR is rolling their Token Wagon onto the Plaza, stocked with all the rodeo merch you need to rep your style all week long. You can also grab your rodeo drink tokens right here and skip the line once you get to CNR.

Caldwell Night Rodeo isn't just a local favorite, it's a nationally recognized powerhouse, ranked among the Top 20 professional rodeos in the country and one of the Top 5 large outdoor rodeos. After more than a century of grit, talent, and tradition, CNR has earned its reputation, and we're celebrating BIG right here on the Plaza. So grab your crew, rock your fringe, and get ready for a night that feels like pure Idaho.

Only one question remains: Are you rolling with the Rowdies or the Civies (if you know, you know).

EVENT HAPPENINGS:

- LIVE MUSIC | SCOTTY MAC AND THE NUGS | 7-9 PM
- LINE DANCING | DIRT ROAD DANCING | 6 PM
- MECHANICAL BULL RIDING | 6-9 PM
- MEET AND GREET | RODEO QUEEN AND CONTESTANTS | 7:45 PM
- ARTISAN VENDOR MARKET | 6-9 PM







LIVE STREAM WATCH PARTIES:

No tickets? No problem. We're streaming Caldwell Night Rodeo LIVE on the Plaza so you can still be part of the action. Bring your friends, grab a seat, get some dinner, and enjoy the rodeo.

Two opportunities to watch:

Friday, Aug 21 at 6:30 PM

Saturday, August 22 at 6 PM

A promotional poster for the Caldwell Night Rodeo Watch Party. The background is a dark blue wooden plank texture. On the left, there is a blue shield-shaped logo with a white silhouette of a cowboy on a horse, and the letters "CNR" in a large, white, serif font. To the right of the shield, the text "Free Community Event" is written in white on a dark blue rectangular background. In the center, there is a circular inset image showing a cowboy on a horse during a rodeo event. To the right of the circle, the text "Indian Creek PLAZA" is written in a white, cursive font, and below it, "BAR WILL BE OPEN" is written in a large, white, sans-serif font. At the bottom, there is a brown rectangular banner with the text "WATCH PARTY" in a large, white, sans-serif font, and below it, "WATCH THE RODEO LIVE ON THE BIG SCREEN" in a smaller, white, sans-serif font. At the bottom left, the dates and times are listed: "FRIDAY, AUGUST 21 | 6:30 PM" and "SATURDAY, AUGUST 22 | 6:00 PM". At the bottom right, there is a circular inset image showing the Caldwell Night Rodeo arena with a large crowd and an American flag.

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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 <https://www.destinationcaldwell.com> and <https://www.indiancreekplaza.com>