

FOR IMMEDIATE RELEASE

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Rugged Idaho Expo: Press Release

EVENT INFO

Friday, April 18th 6 PM – 9 PM

Saturday, April 19th 10 AM – 5 PM

Indian Creek Plaza

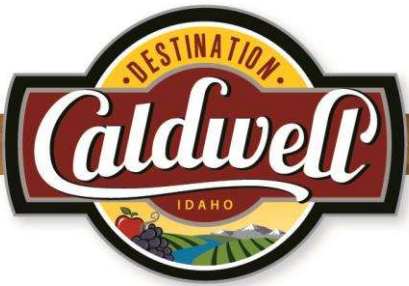
Downtown Caldwell, ID

THIS EVENT IS FREE



Outfitting Adventure

Event season has kicked off here at Indian Creek Plaza in downtown Caldwell and we're onto our next Signature Event. Treasure Valley's own **Rugged Idaho Expo** was created to make sure you're fully outfitted for your next Idaho adventure. Whether it's camping, grilling, fishing, or hunting, you'll find everything you need for the next time you get outside. With over 40 outdoor-themed vendors filling the plaza, you're guaranteed to find the right gear for your needs. To elevate your experience at Rugged Idaho Expo this year, we're adding a full line up of speakers and experiences. From Sasquatch calling to fire starting, even an outdoor cooking exhibition, we're making sure you're prepped and ready. It's time to get lost!



Rugged Idaho Cornhole Tournament

Nothing wrong with a little healthy competition! Grab a partner (or we'll find one for you) and sign up for some good, clean cornhole fun. Hard to beat a warm Spring afternoon: cold beer in one hand, bean bag in the other. Not a pro-level cornholer? No worries. Think you're the best bean bag tosser this side of the Mississippi? We'll see about that! Every skill level is welcome to participate. 12 and older, please.

Event Details, Speakers and Exhibitions

Jordan Shaw: Main Stage

This is a two-day event this year, so plan your weekend accordingly. Friday night we have Jordan Shaw on the main stage with his rich, soulful country originals and covers. Every time this guy grabs a guitar it's an instant party. Before he gets discovered by Nashville, come down and hear him for yourself at this free event.

In the Wild Chef: 5 Tips from a Backcountry Chef

We booked Steve Weston, author of bestselling outdoor cookbook, "In the Wild Chef," Steve is coming down to the Idaho Central Credit Union's Indian Creek Plaza's main stage on Saturday at 11AM for his live cooking demonstration. Learn tricks and tips and hear stories about Steve's high elevation adventures. Steve has spent decades dedicating his life to replacing barely edible freeze-dried meals with delicious culinary experiences, even at high elevations. From base camp to summit, Steve has you covered.

Fire Starting: If You're Prepared, You're Never Really Lost

Learn the basics of fire building and maintenance from Idaho's own, Clinton Minor, founder of Sage to Sawtooth Bushcraft. For decades, Clinton has been sharing his passion (ok, obsession) for survival, trail craft, preparedness and bushcraft through in-person trainings, YouTube videos, blogs and even an online store full of gear made right here in Idaho.

Squatch Juice: Sasquatch Calling Contest

Believer or Naysayer – all are welcome to fuel their inner squatch. The plaza will be alive with the sounds of the wild. Whether it's screams, grunts, moans or growls, let's hear your best Sasquatch call!

See a schedule of all event speakers on our Signature Events page at indiancreekplaza.com



SEE YOU ON THE PLAZA!

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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>