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**FOR IMMEDIATE RELEASE**

## **DESTINATION CALDWELL UNVEILS FUNDRAISING PROGRAM** *Indian Creek Plaza to showcase donors with legacy brick program*

**CALDWELL, ID – October 12, 2017** –With the development of Indian Creek Plaza underway, Destination Caldwell invites the community to participate through the new BRICKS fundraising program. Personalized bricks, inscribed with donors' names and messages, will pave several designated areas of the plaza, serving as a permanent reminder of the local community's pride for decades to come.

"The BRICKS program embodies everything Indian Creek Plaza represents," say Wisti Rosenthal, Destination Caldwell/Indian Creek Plaza Executive Director. "Our whole purpose is community—to provide a space for residents and visitors to meet and interact together. We are thrilled to honor that purpose by paving the very ground we'll walk on with the names and messages of supporting community members."

The program is already off to a promising start, attracting several high-profile donors such as Garret Nancolas, Mayor of Caldwell; Dr. Bob Hoover, Interim President of the College of Idaho; Betsy Hunsicker, CEO of West Valley Medical Center; and Butch Otter, the Governor of the State of Idaho, and a Caldwell native.

Donors can choose between two Legacy Brick purchasing options: For \$60, pavers will be set in community brick bands along the outer perimeter and main stage of the plaza. For \$100, bricks will be featured at the central heart of the plaza, nestled close to the fire pit on the west side. Donors are encouraged to contribute stories about their inscriptions, the Caldwell community, and what Indian Creek Plaza means to them.

"I was born in Caldwell," said Governor Otter, "and it will always be home to me. As a proud College of Idaho graduate, I'm excited about the great things that are happening in downtown Caldwell. Miss Lori and I are thrilled to support this effort, and we hope that you will, too."

To spread the word, there will be a BRICKS booth at the College of Idaho's tailgating festivities Saturday, October 14, beginning at 9 a.m. for the Yotes vs. Montana Western game (2112 Cleveland Blvd, Corner of Indiana Avenue and Oak Street - Vehicle Row L / Seat 18). Legacy Brick options are also available for purchase online at the BRICKS portion of Destination Caldwell's website: [www.destinationcaldwell.com](http://www.destinationcaldwell.com).

"Fund Raisers Sports is honored to partner with our Idaho neighbors in Caldwell on the Indian Creek Plaza BRICKS campaign which will showcase the dedication and pride of their community," said Steve Baggerly, COO/CIT of Fund Raisers Sports. "The personalized inscriptions that will grace the Plaza will provide a tangible

connection for citizens and visitors who celebrate the good life in Caldwell, while complimenting the beauty and significance of Indian Creek Plaza as Caldwell's newest gathering place. The team at Fund Raisers Sports, a Boise-based company, is proud to bring our three decades of experience to the Indian Creek Plaza BRICKS project, which is sure to be a jewel in Treasure Valley for decades to come. We are truly excited to be part of this historic endeavor here in Idaho."

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### **About Destination Caldwell**

Destination Caldwell's mission is "to position Caldwell as Idaho's premier gathering place with a focus on locally-produced wines along the Sunnyslope Wine Trail, market fresh goods and farm to fork dining." They are a not-for-profit 501c3 organization, based in Caldwell, Idaho. For more information head to [www.destinationcaldwell.com](http://www.destinationcaldwell.com).

### **About Fund Raisers Sports**

Founded in 1987, Fund Raisers Sports (formerly Fund Raisers, Ltd.), has been the pioneer in engraved brick programs for donor recognition and fundraising. In addition to our projects that grace some of the most iconic sports facilities nationwide, Fund Raisers has remained active in the Treasure Valley community for 30 years, partnering with local civic projects that include the Boise Grove Plaza, Anne Frank Memorial, Idaho Peace Officers Memorial, and many more. For more information, visit: [www.fundraiserssports.com](http://www.fundraiserssports.com) or visit us on Facebook, LinkedIn, Twitter, Instagram, Pinterest