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Roots Fest
DOWNTOWN MISSOULA
AUGUST 23 - 24, 2019

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River City Roots Festival is produced by the Missoula Downtown Association.



WELCOME

As you all know by being here...

Missoula is such a special place. It is a collaboration of community, university, business, arts, government, non-profit, rural, and urban coming together under a shared passion for this valley. It is unlike any other Montana town or any other mountain town for that matter. It is a place that maintains its soul and is driven by a local energy and tourism appreciation, a place that as a whole has an engrained set of core values that we live and progress forward. The River City Roots Festival is an event that speaks loudly about the people who live here and want to visit here. Put on by the Missoula Downtown Association, it draws more than 15,000 people to the heart of Downtown Missoula. It's a free two-day festival with incredible live performances, a fine art show, entertainment for children and families, and a 4-mile fun run.

It is an event that brings together the ethos and drivers of this community welcoming college students back to school and creating a space where people can share amazing food and drink and gather in this place we call home. The MDA puts on this event to highlight and bring people Downtown because when they come downtown they see the heart of Missoula. They see a business that is housed here and the love they put into their shops. The event itself showcases small merchants who are starting off and surrounding brick and mortar stores.



People who put themselves into the services and goods they offer, a representation of who they are and therefore what Missoula is. A place that is special because the people here are just that, their business as an extension of them and their families.

Take some time while you're down here to listen to some amazing music, curated by people who are passionate about putting together an amazing lineup, and to walk the streets of Downtown and stop in somewhere new. Downtown Missoula is going through a period of unprecedented growth and the new shops are worth checking out along with the places that have helped create a stable and vibrant downtown.

As a community we support one another, encourage each other, and champion the work being done by those around us. We hope that this event inspires all of us, to take even just a moment, to look around and fall in love again with Missoula and its Downtown, because I can assure you it is one of the best places in the world.

Tom Snyder

Owner – Five on Black Brazilian Grill

Missoula Downtown Association Board President



FESTIVAL SCHEDULE

MUSIC ON MAIN

FRIDAY, AUGUST 23

12:30-1:15pm	ZACC Rock Bands
1:15-2pm	Tangled Tones Kids Bands
2:30-4pm	Moneypenny
4:30-6pm	Ashleigh Flynn & the Riveters
6:30-8pm	The Black Lillies
8:30-10:30pm	Honey Island Swamp Band

SATURDAY, AUGUST 24

12:30-2pm	The Whizpops
2:30-4pm	Cascade Crescendo
4:30-6pm	Guy Clark Tribute – Shawn Camp & Verlon Thompson
6:30-8pm	Acoustic Syndicate – 25th Anniversary
8:30-10:30pm	Leftover Salmon – 30th Anniversary

ROOTS FEST EVENTS

FRIDAY, AUGUST 23

11am-7pm	Art Show – Main Street
11am-10pm	Food Court – Ryman Street
2-10pm	Street Bars – Main Street

SATURDAY, AUGUST 24

8am-1pm	Saturday Markets - Downtown Missoula
8:30am	4-Mile Fun Run
10am-1pm	Family Roots Fest – Caras Park
11am-7pm	Art Show – Main Street
12-10pm	Food Court – Ryman Street
12-10pm	Street Bars

EXTEND YOUR WEEKEND

THURSDAY, AUGUST 22

5:30-8:30pm	Dodgy Mountain Men at Downtown ToNight in Caras Park
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SUNDAY, AUGUST 25

10am-3pm	Roots Fest “Hangover” Sidewalk Sale Downtown Missoula
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BANDS

FRIDAY, AUGUST 23 | 12:30-10:30pm

ZACC BANDS

Zootown Arts Community Center (ZACC) puts on a summer camp each year to build self-esteem through music exploration. Regardless of musical experience, campers receive instrument instruction in drums, bass, guitar, keyboards and vocals. They form a band, write an original song and take to the Main Stage at River City Roots Festival.

FRIDAY, AUGUST 23 | 12:30-1:15pm

TANGLED TONES KIDS

The Kings & Queens and Tambourine Queen are youth bands from Missoula, MT. They are part of a program of Tangled Tones Music Studio called “Playing with the Band.” The program allows youth to work with a professional musician as a mentor to learn about playing live music together, writing songs, using gear properly, recording in a studio, and learning how to collaborate with their music community in Missoula.

FRIDAY, AUGUST 23 | 1:15-2pm



MONEYPENNY

Money Penny is an award-winning Blues/Rock quartet from Missoula, Montana, formed in December 2015. The band has recently reformed and redefined their musical styles to create a high energy often funky and authentic blues experience.

FRIDAY, AUGUST 23 | 2:30-4pm



ASHLEIGH FLYNN & THE RIVETERS

Like the Ohio to muddy Ol' Miss, Ashleigh Flynn follows her troubadour heart. Flynn grew up in Kentucky and cut her teeth on local bluegrass music and Motown. A prolific songwriter and performer blessed with unbridled charisma, she has taken the stage at Bonnaroo and Bumbershoot, Delfest, High Sierra and Vancouver Folk Fest and toured with the likes of Todd Snider and the Wood Brothers.

FRIDAY, AUGUST 23 | 4:30-6pm

THE BLACK LILLIES



Known for their captivating blend of rock & roll and country, The Black Lillies have become one of Americana music's biggest success stories: an internationally renowned band of roots rockers, armed with songs that blue the boundaries between genres. They are a mainstay on radio and album sales charts, with a sound that is as powerful in the quieter moments as it is explosive during the jubilant ones. The band's pared down configuration has resulted in a bigger, deeper sound build on undeniable chemistry, lush three-part harmonies, and instrumental virtuosity with a funky edge.

FRIDAY, AUGUST 23 | 6:30-8pm

Missoula's Riverfront Hotel

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in Missoula, Book
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conductor – 2019-2020 is a concert
season you don't want to miss!



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HONEY ISLAND SWAMP BAND

Great music begins with great songs, and great songs are what the Honey Island Swamp Band is all about. The band came together when Aaron Wilkinson (acoustic guitar, mandolin, vocals) and Chris Mulé (electric guitar, vocals) were marooned in San Francisco after the levee breaches following Hurricane Katrina devastated New Orleans. After a chance encounter with fellow New Orleans evacuees Sam Price (bass, vocals) and Garland Paul (drums, vocals), and with no prospects of getting home any time soon, they figured they'd better cook up something new, and quick! Honey Island Swamp Band's music has been described as "Bayou Americana", with timeless songs from Wilkinson & Mulé, highlighted by Mulé's searing guitar, Wilkinson's sure-handed mandolin, and 4-part vocal harmonies, all anchored by the powerful groove of Price & Paul's Louisiana stomp rhythm section.

FRIDAY, AUGUST 23 | 8:30-10:30pm

SATURDAY, AUGUST 24 | 12:30-10:30pm

THE WHIZPOPS

The Whizpops are an award-winning band of teaching artists and musicians from Missoula, Montana, with a track record of releasing award-winning science-based music. The Whizpops are a Parents' Choice and Creative Child Award-winning band featuring two elementary school teachers (Kevin Cashman and Casey Schaefer) and a fluid assortment of other talented musicians with a love of nature and science. This talented bunch rocks venues large and small, delighting audiences of all ages. "Their lyrics are for young children, but their music will entertain most any adult," the Missoulain notes.



SATURDAY, AUGUST 24 | 12:30-2pm

CASCADE CRESCENDO

Cascade Crescendo is a high-energy, jam-inspired bluegrass band from the Pacific Northwest! They are a favorite local support band for national touring grass bands in the NW and completed their first national tour in the Spring of 2017!



SATURDAY, AUGUST 24 | 2:30-4pm

GUY CLARK TRIBUTE: SHAWN CAMP & VERLON THOMPSON



In genuine homage form, songwriters Verlon Thompson and Shawn Camp honor their friend via “Guy Clark Tribute.” Thompson and Camp were more than just friends with Clark; they wrote songs with him. The names Camp and Thompson appear on many Guy Clark recordings. Thompson collaborated with Clark on the title track of the 1992 “Boats to Build” album and shared co-producer credits on several projects including “Workbench Songs” and “Somedays the Song Writes You”, both Grammy nominated for Best Contemporary Folk album.

SATURDAY, AUGUST 24 | 4:30-6pm



ACOUSTIC SYNDICATE

For the third time, Acoustic Syndicate will hit the stage at River City Roots Festival and this year marks their 25-year anniversary. Acoustic Syndicate is a rock/folk/bluegrass band from North Carolina. Their sound is characterized by tight three-part vocal harmonies, blazing guitar picking, complex polyrhythmic banjo playing, backed by a rock-steady rhythm section.

Known for its high-energy, positive sound, Acoustic Syndicate delivers a genre-defying performance, masterfully blending its eclectic influences with trademark finesse that only 25 years of cohesive teamwork can bring.

SATURDAY, AUGUST 24 | 6:30-8pm



LEFTOVER SALMON

Few bands stick around for thirty years. Even fewer bands leave a legacy during that time that marks them as a truly special, once-in-lifetime type band. And no band has done all that and had as much fun as Leftover Salmon. Since their earliest days as a forward thinking, progressive bluegrass band who had the guts to add drums to the mix and who was unafraid to stir in any number of highly combustible styles into their ever evolving sound, to their role as a pioneer of the modern jam band scene, to their current status as elder-statesmen of the scene who cast a huge influential shadow over every festival they play, Leftover Salmon has been a crucial link in keeping alive the traditional music of the past while at the same time pushing that sound forward with their own weirdly, unique style.

FRIDAY, AUGUST 24 | 8:30-10:30pm

FREE Parking provided by MPC

FREE on-street parking
AND
FREE hourly parking in
Central Park and Park
Place garages

For your next visit, pay for parking using your Passport Parking App, or get a free hour in any parking garage.

Parking is always free weekends, MT state observed holidays and after 5:00PM Monday through Friday

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FAMILY ROOTS FEST

SATURDAY, AUGUST 24

Entertainers Schedule

10-10:30am	The Kings & Queens
10:30-11:30am	Cowboy Andy & The Salamanders
12-12:30pm	Bella Corda Guitar Quartet
12:30-1pm	Childbloom Guitar Ensemble

Activity Booths | 10am-1pm

Animal Wonders
Be Bear Aware
Big Sky ATA
Championship Training
Childbloom Guitar Program
Climate Smart Missoula
eNDVR/Aspire School

Families First Children’s Museum
Girl Scouts of Montana and Wyoming
Missoula Community Access TV
Missoula Parks & Recreation
Missoula Taekwondo Center
On Center Performing Arts
and many more....

A woman with long brown hair, wearing a red sweater and green pants, stands in a field of tall, dry grass. She is playing an acoustic guitar. In the background, there is a lake, some evergreen trees, and rolling hills under a soft, hazy sky.

THERE'S
THIS PLACE
where
ROOTS RUN
DEEP

DESTINATION
Missoula

Missoula is more than a place—it is a community of creators. We live, thrive and jive on mountain time, and the secret is out. From amphitheater headliners to local performers, Missoula has become a top destination for music. Destination Missoula is proud to promote Missoula's thriving music scene, and to invite visitors, who become friends, to experience the magic for themselves.

Call 1.800.526.3465 or visit destinationmissoula.org for more information.

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ART SHOW



RUN



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FOOD VENDORS

Immerse yourself in the local tastes and smells of some of Western Montana's best food vendors. From bison burgers and Brazilian cuisine to ice cream and smoothie bowls, there is something for everyone at the Ryman Street and Caras Park food courts. All vendors are using compostable materials!

Baskin Robbins	Ice cream, yogurt root beer floats, frozen desserts, and drinks
Big Dipper	Ice cream cones, ice cream sandwiches, water, and soda
Bitterroot Bison	Bison burgers, fries, and other bison meat-based entrees
Clove Cart	Wood-fired pizza and beverages
Covered Wagon Hot Dogs	Organic hot dogs, polish sausage, and bratwurst
El Cazador	Enchiladas, burritos, tortas, tacos, quesadillas, and taco salads
Five on Black Brazilian	Bowls with choices of rice, greens, meats, and various toppings
Flare Pops (Family Roots Fest)	Popsicles made from local and organic ingredients
Gonzo Farms (Family Roots Fest)	Cotton candy made from honey
Indah Sushi	Sushi rolls, edamame, poke, tempura
Isla's Lemonade	Freshly-squeezed lemonade
Just Barbecue	Pulled pork, brisket, and various sides
Kamoon Arabian Cuisine	Shawarma, kebabs, falafels, baklava
KornUtopia	Kettle corn
Lil Orbits	Mini-donuts, Italian sodas, and coffee
Mountain Berry Bowls	Dairy-free smoothies topped with gluten-free granola along with fresh fruit and various toppings
Pattie Wagon Burgers	Chicken sandwiches, salads, nachos, chili, and fried treats
Sa-Wad-Dee	Pineapple curry, peanut curry, chicken satay, and Thai-style barbeque chicken
Vietnam Noodle	Asian and Vietnamese cuisine



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Friday, August 30th, 2019

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Ogren Park Allegiance Field, Missoula, MT

groupmatics.events/event/Pridenight85



ART SHOW

With more than 25 artists from the Pacific Northwest participating in this year's Art Show, you'll find paintings, photography, pottery, sculptures, jewelry, and textile arts all front and center on Main Street during both days of the festival. This component of River City Roots Fest creates an all-around experience for those who appreciate fine arts, both visually and musically.

ROOTS FEST ARTISTS

Brookie Bands	Textiles	Lolo, MT
Carrie Kouba & Michele Pomeroy	Upcycled wall art, dishes, sun catchers, jewelry	Missoula, MT
Crazy Love Co.	Apparel & accessories	Missoula, MT
Christy Greene	Painted silks, originals, prints	Stevensville, MT
Dye that Binds Designs	Textile art	Missoula, MT
Damien Settelen	Jewelry	Missoula, MT
Elaine Fraticelli	Paintings and drawings	Missoula, MT
Eric Reese	Photography	Whitefish, MT
Gail Beckner	Upcycled apparel/accessories/jewelry	Missoula, MT
Gregory Richardson	Rock, wood, & acrylic landscapes	Missoula, MT
Holliday Glass	Upcycled glass	Missoula, MT
Ivette Kjelsrud	Mixed media	Huson, MT
Jamie & Mike Dobiesz	Scratch made jewelry	Missoula, MT
Jenna Forest	Wood burning	Missoula, MT
Jessie Smith	Illustration and watercolors	Missoula, MT
Jmacs Pottery	Pottery	Helena, MT
Lee Walker	Paintings	Red Lodge, MT
Lisa Ernst	Porcelain/ceramics	Jefferson, MT
Lunar Mountain	Jewelry	Missoula, MT
Made by Wam	Handmade journals; glow-in-dark jewelry	Missoula, MT
Megan Haney	Unique process jewelry	Missoula, MT
Montana Bismuth Creations	Wood & metal art, jewelry, etc.	Missoula, MT
Pete's Prints	Photography, mixed media, visual arts	Missoula, MT
Ray & Christine Goroski	Upcycled & repurposed creations	Lolo, MT
Rowan Nyman	Nature photography	Manhattan, MT
Take Courage Designs & Just Wear It	Jewelry	Missoula, MT
The Clay Studio	Ceramics	Missoula, MT
White Pelican Designs	Jewelry	Missoula, MT



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4-MILE FUN RUN

By Tony Banovich, Run Wild Missoula

As we approach the 14th anniversary of becoming a formal entity, Run Wild Missoula (RWM) continues to take great pride in promoting and supporting running and walking for people of all ages and abilities. We strongly believe that a fit and active lifestyle is an important part of preventative health care and, we love to create opportunities for the community to hit the local roads, tracks, and trails.

Group Runs - Social Runs - Training Classes – Track Workouts - Races – And More. We have something to offer runners and walkers pretty much every week of the year. Whether you're a veteran or a newbie, we have something to suit your pace and level of experience. If you want to learn more about running and walking in Missoula, we invite you to "Lace 'Em Up" and become a member of Run Wild Missoula today. Just go to www.runwildmissoula.org to learn more and to join RWM.

Hosting the 4-Mile Fun Run as part the River City Roots Festival is just one of the ways in which RWM can engage local runners and walkers. We love that you can start your Saturday morning with the 4-Mile Fun Run, then spend the rest of the day with friends and family enjoying the festival's food, art, and music. Days like that are part of why Missoula is such a great place to live, work, and play; and why being part of the festival is an easy choice for Run Wild Missoula.



SATURDAY, AUGUST 24

Register at www.rivercityrootsfestival.com, www.runwildmissoula.org

or in person at the Runner's Edge at 304 N. Higgins Ave.

Registration includes Under Armour short-sleeve technical t-shirt, chip timing, beer, snacks, and more!

START

8:30AM on East Main Street

FINISH

Brennan's Wave platform
viewing area, Caras Park

SIDEWALK SALE

CURE YOUR ROOTS HANGOVER BLUES

I know, I know...you came downtown this weekend to eat yummy food truck tacos, drink local IPA's and dance in the streets to bluegrass music. But let me suggest you adjust your itinerary to also include exploring the amazing selection that downtown shops have to offer. Sundresses, life jackets, steak knives, running shorts, dog accoutrement...the list goes on! Shopping downtown Missoula's unique stores not only helps you find that fun new things you didn't know you needed... but you are supporting a Missoula entrepreneur! What an easy way to support somebody's dream.

The coolest shops in the state will once again be holding the "Roots Hang-Over" Sidewalk sale on Sunday, August 25. Get yourself a bubble tea and wander into some deals! Discounts on seasonal merchandise, first glimpses of Fall 2019 trends and refreshments to the tired Festival goer abound.

While it's easy to get pulled into the "ease" of shopping at big box stores or staying at home to shop online, there are many great local businesses that Missoula has to offer. You're more likely to find unique and locally made items that you wouldn't be able to purchase anywhere else, and the experience of shopping at a local store is more personal with many of your one-on-one interactions being with the business owners themselves. In a small community such as Missoula, it is important to remember that shopping locally creates a cycle of money that strengthens the entire community.

Keep the good times rolling right through the Sunday of Roots Fest by coming Downtown, finding a great deal, and a cure for your "Roots Hang-Over" blues!

Aimee McQuilkin

Betty's Divine
MDA Board Member

SUNDAY, AUGUST 25 | 10am-3pm



ATHENA PHOTOGRAPHY



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EVERYBODY PITCH IN!

THE GREEN SCENE AT RIVER CITY ROOTS

Each year the River City Roots Festival brings our community together, sharing the magic of Missoula with locals and visitors alike. This festival is an exciting way to showcase everything that makes Missoula great.

A cornerstone of our great community is our commitment to sustainability, which is why Climate Smart Missoula and the City of Missoula lead the charge on the green scene each year, ensuring the festival is as climate smart and friendly as possible. The River City Roots Team is committed to reducing the carbon footprint of the festival while improving the health of our planet, our community, and festival attendees. From expanding zero waste options, to sustainable commute options, to protecting natural resources, the 2019 River City Roots Festival is dedicated to responsibly throwing Missoula's best party.

Two summers ago, the Roots Fest successfully eliminated single-use plastic straws, a popular effort that lives on. Then last year, we expanded the ZERO by FIFTY Waste Stations to include compost bins. New for 2019 is what can actually go in those green bins! Every food truck has agreed to be a Zero Waste Vendor. These green bins—filled with food scraps, plates, and more—end up at the City-owned Garden City Compost, hauled by our friends at Missoula Compost Collection, LLC. Garden City Compost accepts food and products that are BPI Certified by the Biodegradable Products Institute (BPI). We're thrilled about turning wasted food into compost and reducing what ends up at our local landfill.

Here are the many ways we're greening the Roots Fest:

- **Zero Waste Vendors:** As mentioned, this year ALL food vendors are required to be part of our Zero Waste Vendor Program. This means that all vendors will NOT use plastic straws, plastic bags, single-use glass, or Styrofoam food service ware. All containers, drinks, and utensils will be recyclable or compostable. If you stop by a vendor, thank them for their actions to go green.
- **All-In-One Recycling Stations, Composting and Zero Waste Ambassadors:** In addition to Missoula Compost Collection's compost bins, Republic Services is again offering their All-In-One Recycling service throughout the festival. To help festival goers know what and how to discard, you'll find Green Team volunteers acting as Zero Waste Ambassadors at as many of these zero waste stations as possible. You can easily recognize Z-W Ambassadors by their green Roots Fest shirts and their nifty trash pickers. Be sure to give them a high five!
- **Stainless Steel Tumblers and Roots Fest Cups:** By popular demand, the River City Roots Festival stainless steel tumblers will be back in action this year, intended to be used and reused throughout the weekend, and beyond. The last few years, these tumblers have sold out fast, so snag one before they're gone! To make sustainable sipping even better, if you already bought a tumbler or plastic Roots Fest cup at festivals past, you can bring it to this year's Roots for all your beverage needs.
- **Water Trucks:** If all you need is water (and we all need water) stop by one of the Culligan water trucks or stations and fill your reusable bottle or Festival cup with good old cool H2O.
- **Bike Valet:** In our opinion, biking to Roots demands VIP treatment! To that end, Missoula In Motion and Green Team volunteers will again offer a bicycle valet parking service. If you bike to the festival, simply ride up to the secured area located on the Higgins end of the Art Show and let our volunteers do the rest. If you choose to use your own bike parking arrangements, please only lock up to designated bike racks to avoid chaining up to trees. By riding and parking your bike responsibly, you help reduce carbon emissions, improve traffic flow, and protect our urban forests.
- **Carbon Free Main Stage:** Powering the world class musicians performing at the Roost Festival takes serious energy. Between fuel to get here and electricity to run speakers and lights, we leave a carbon footprint that contributes to climate change. We're committed to neutralizing that contribution with the purchase of carbon credits, which we do annually. That is why we proudly display the "Carbon Neutral" banner prominently on stage.

Have any other ideas for Greening the Roots Fest? Stop by our table near the Main Street Parking garage and let us know, or join our efforts.

Thanks to our GREEN sponsor Mountain Line, we have resources to minimize our footprint while maximizing fun at this year's Roots Festival.



WHAT IT TAKES

WHAT IT TAKES TO MAKE THIS FESTIVAL

- \$120,000: Cost to put on Roots Fest. It's no small cost to put on a festival like this. As with all events produced by the Missoula Downtown Association, Roots Fest is admission FREE. It's because of our sponsors, as well as attendees taking advantage of our local food vendors and purchasing the wristband/commemorative cup, that costs associated with the event are covered.
- \$90,000+: Amount of sponsorship dollars from local businesses to help produce Roots Fest; nearly \$30,000 is in trade-out services.
- 15,000+: number of attendees roaming the streets of Downtown Missoula across both days.
- 1,000 t-shirts for sale, for runners, and for our volunteers.
- 3,000 beer cups bought from a local business to help keep the event green and reduce waste.
- 250 volunteers needed to make Roots Fest come alive.
- 3 Production Partners: the City of Missoula, Run Wild Missoula, and Climate Smart Missoula all help with various pieces so Roots runs smoothly.
- 10 bands, 30 artists, 20 local food vendors, 400+ runners, and 20+ children's organizations make this party!

ARRIVING

- We love Roots Festers who arrive via alternative transportation: walk, bike, or bus.
- Walk the trails: Missoula has an amazing trail system - park outside of Downtown and walk with ease along our beautiful river.
- Ride the bike: please park your bike at one of the many bike racks throughout Downtown, including the bike corral in Caras Park. This year there will again be a bike valet service located on W. Main near Higgins Ave. Please dismount and walk your bike inside the festival area.
- Ride the Line: Mountain Line is now Zero-Fare and all routes lead to Downtown Missoula. Visit www.mountainline.com to find your route or download their app. Mountain Line is also a major sponsor of Roots Fest.
- Vehicle users: If you drive your car, festival parking is available at the Central Park (enter from Main or Ryman; exit from Ryman only), Park Place, and Bank Street parking structures, as well as throughout the riverfront area near Caras Park.
- Thanks to the Missoula Parking Commission, parking throughout Downtown Missoula is FREE for the entire duration of Roots Fest.
- If you brought your skateboard, scooter, etc., please refrain from riding them within the festival area.
- Please leave your pets at home.

HOW TO HAVE FUN

- Bring your lawn chairs to the festival to enjoy the bands in comfort.
- Check out the Family Roots Festival in Caras Park on Saturday – there are lots of fun activities to keep the kids busy.
- Check out all the varied art work from our artists. There are all kinds of beautiful and one-of-a-kind items to bring home with you.
- Looking for some exercise? A 4-mile fun run is slated for Saturday morning and is open to everyone with all abilities. Register online at www.rivercityrootsfestival.com or in person at the Runner's Edge.
- Please do not bring your own food and beverages into the festival area. Your purchases from our vendors support locally-owned businesses and help cover the hard costs to help keep this festival **ADMISSION FREE FOR ALL**.
- Adult beverages are available: purchase your wristband and commemorative cup first, then get in line for a drink. Bring your ID; you will not be able to drink without it.
- You must have an official Roots Fest Wristband to drink within the festival area.
- Stay inside the festival area with your adult beverages. If you take your drink outside the barricades, you risk getting an Open Container ticket.
- Your first drink is **FREE**, thanks to the Missoula Downtown Association.
- If you need a band-aid, or maybe you lost or found something, go see the folks in the Volunteer Check-In area inside the Central Park Parking Structure.



ATHENA PHOTOGRAPHY

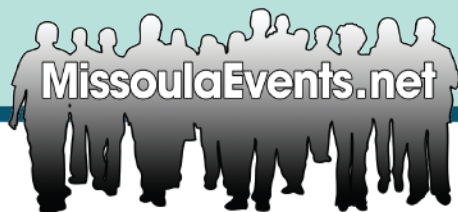
Thank you, Missoula,
for over 20 years of
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We're honored to be a title sponsor of
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KEEPING IT GREEN

- Help the Missoula Downtown Association keep Roots Fest Clean & Green by keeping your commemorative cup (\$9.00 to purchase; bring your beer cup back the next day and purchase a wristband for \$3.00).
- Utilize one of the garbage and recycling stations we have located throughout the festival area. We are recycling aluminum and cardboard. Last year we collected almost 300 pounds of recyclables.
- We provide a water bottle refilling stations on both Ryman St. (next to Masala), thanks to our friends at Culligan Water. Use your Roots Fest cup, the water bottle you purchased at the Food Court, or one you brought with you – help us reduce waste by using reusable drinkware.
- Skip the Straw: the Roots Fest bar will not be using straws again this year in an effort to reduce plastic use and waste.

BE SAFE

- Please do not bring your pets to Roots Fest! It's hot and it's crowded which may not be comfortable for your pooch. Folks with pets will be asked to remain outside the festival area.
- Please be polite to the folks who are serving you. They are volunteering their time.
- Please exit the festival area if you would like to smoke. We realize it's a street festival, but please don't subject those around you to secondhand smoke.
- Please stay off the railings on top of the parking structure, as well as the sound and staging equipment. We want you to be safe!



Live Music every First Friday!
Local beers on tap • Daily specials
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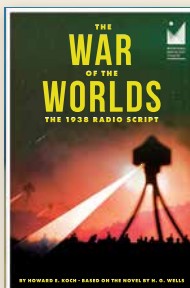
MONTANA
REPERTORY
THEATRE



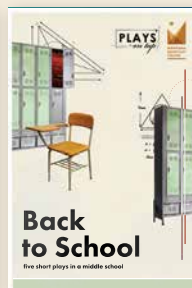
AUG. 27 – SEPT. 8,
2019



NOV. 1 – 2,
2019



JAN. 21 – FEB. 8,
2020



FEB. 17 – 23,
2020

SEASON TICKETS AVAILABLE ONLINE AND BY PHONE | MONTANAREP.COM | 406.243.6809

GETTING INFORMATION

- Roots Fest website: www.rivercityrootsfestival.com
- Missoula Downtown Association: 406.543.4238 or info@missouladowntown.com
- Downtown Ambassadors/Roots Fest Information & Merchandise Booth
- MSO Hub: Located across the street from the festival at 140 N. Higgins. They have Roots Fest information as well as general information about Missoula.

PLANNING COMMITTEE

Ellen Buchanan	Missoula Redevelopment Agency
Tony Banovich	Run Wild Missoula
Ashley Coissairt	Run Wild Missoula
Sarah Eastlund	Opportunity Bank
Anita Edwards	Opportunity Bank
Dre Borriello	Anchor Electric
Amy Cilimburg	Climate Smart Missoula
Chase Jones	Climate Smart Missoula
Truman Tolson	City Police
Rick Cicco	Badlander Catering
Sean Doty	Missoula Compost Collection, LLC
Kristen Sackett	Windfall Inc.

Downtown Missoula Partnership Staff

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