



FOR IMMEDIATE RELEASE
City of Duluth - Communications Office

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DATE: 12/21/2017

SUBJECT: Duluth to Host Inaugural Cold Front Celebration February 2-4

BY: Pakou Ly, Communications Office

Duluth to Host Inaugural Cold Front Celebration!

February 2-4

[Duluth, MN] – Duluth is becoming known as a year round destination with growing interest in winter fat tire biking, ice climbing, skiing, skating and even lake surfing. The City of Duluth's Imagine Canal Park initiative, funded through 8 80 Cities and the Knight Foundation, will activate and engage the public during Duluth's traditionally coldest month, February, in the City's most popular destination, Canal Park, with an inaugural *Cold Front Celebration!*

Duluth is known for bucking the trends and rising above challenges. When faced with stiff winter winds and harsh temperatures, Duluthians bundle up and hit the trails, rinks or parks. The Cold Front Celebration will bring out the best Duluth has to offer in food, music, crafts, and outdoor adventures centrally located in Canal Park along Lake Superior.

Duluth's first Cold Front Celebration will take place February 2-4, 2018 and is a collaboration among many Canal Park businesses, Visit Duluth, restaurants, retailers, Zeitgeist Arts, Duluth Experience, Minnesota Land Trust, and the City of Duluth. For the inaugural event, Canal Park has been selected as a central location whereby creativity and Duluth's best assets converge to expose winter's beauty and opportunities for residents and visitors to enjoy. Organizers hope to continue this winter tradition moving forward.

"This is an exciting opportunity for Duluth! We know Canal Park is a popular tourist destination but through the 8 80 Cities grant, Cold Front events will help re-energize residents to come and enjoy winter and the waterfront through creative purposing of public spaces to connect all sectors of our community. This event kicks off a new beginning for Canal Park's revitalization! I am grateful for the Cold Front organizing team for their hard work and collaboration," said Mayor Emily Larson.

"The Cold Front Celebration kicks off about a months' worth of Cold Front activities and deals that will be offered in the Duluth area to encourage residents to get out and experience the winter fun and to welcome tourists to stay for a while," said Councilor Elissa Hansen. The event details will be finalized in the next couple of weeks but will be tailored to all ages and include free activities as well as a food and craft beer tent, local artisan retailers, live music and sports activities. A proposed snow hill and ice skating trail along the lake front will test skills and thrill any adventurer.

Mark your calendars, look for updates and plan to layer up for some bold fun in the cold! A website is being created with full details and will be live soon at www.coldfrontduluth.com

ABOUT

Imagine Canal Park's mission is to determine the best activities, programming, and common pedestrian oriented gathering spaces that bring residents together from difference backgrounds and socio-economic levels, creating opportunities that grow social capital and build connections to our Lake and each other. Imagine Canal Park is funded through the Knight Cities Challenge. The Knight Cities Challenge, an initiative of the John S. and James L. Knight Foundation, seeks ideas that help make cities more vibrant places to live and work, focusing on three drivers of city success: keeping and attracting talent, expanding opportunity, and creating a culture of civic engagement.

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COLD FRONT
CELEBRATION