

MPLS



2016

AQUATENNIAL

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2016 AQUATENNIAL SKIPPER PIN OFFERS DOWNTOWN PATRONS GREAT DEALS

Revamped look also featured on new Aquatennial website

MINNEAPOLIS (July 1, 2016) – The [Minneapolis Aquatennial](#) announced today that Skipper Pin promotions are now available at approximately 15 downtown business locations.

The 2016 Aquatennial begins Wednesday, July 20 with the CenterPoint Energy Torchlight Parade and culminates Saturday, July 23 with the Target Fireworks, consistently rated in the top five annual pyrotechnic displays nationwide. In between, the Mississippi Riverfront will feature dozens of free activities and events for all ages.

For those with a Skipper Pin, though, the fun can start now. Present a Skipper Pin at select local businesses and receive specials including buy-one, get-one deals, percentages off purchase, freebies and more. Promotions can be redeemed at Buca Di Beppo, Crowne Plaza Northstar Hotel's Krona Bar and Grill, Eggy's Diner, Hell's Kitchen, IDS Center, Lakes & Legends Brewing Company, Marriott City Center Hotel, Minnesota Orchestra, Peoples Organic, Sociable Cider Werks, Stone Arch Lounge/Outdoor Patio, The Depot Tavern, The Third Bird and The Shout House.

"We are looking forward to this year's festival, which will offer many fan favorites as well as new events," said Leah Wong, vice president of events and marketing, Minneapolis Downtown Council. "As we celebrate our city's official civic celebration, we invite you to enjoy all that downtown Minneapolis has to offer, from award winning

dining to entertainment – including great participation from the downtown community through the Skipper Pin promotion. The Minneapolis Aquatennial offers something for everyone, and we can't wait to see you downtown.”

Skipper Pins are available for purchase for \$5 apiece at www.aquatennial.com/shop and are valid July 1-23 unless otherwise noted. T-shirts, including a new gray tee, are available on the shop page as well. Both the pins and T-shirts feature the Aquatennial's revamped look created last year by Zeus Jones, which also assisted in the design of this year's Skipper Pin.

For a full list of Skipper Pin promotions, please visit www.aquatennial.com/participate.

Aquatennial unveils redesigned website

The Zeus Jones look is also prevalent in the Aquatennial's brand-new website. The new Aquatennial.com offers a user-friendly interface and is optimized both for desktop use and mobile devices.

The site's events calendar and map functionality make it easy to locate Aquatennial's many events, all of which are within walking and/or biking distance of each other.

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About the Minneapolis Aquatennial

The Official Civic Celebration of the City of Minneapolis offers outstanding entertainment and activities in the City of Lakes for all ages. It is managed and produced by the Minneapolis Downtown Council. The festival is sponsored by Target, CenterPoint Energy, U.S. Bank, Zeus Jones, Life Time Fitness, Xcel Energy, City of Minneapolis, Minneapolis Park & Recreation Board, Hennepin County Medical Center, Minnesota Twins, WCCO-TV, CBS Radio, Go 96.3 and K102. For more information, please visit www.aquatennial.com or call (612) 376-7669.

About the Minneapolis Downtown Council

Founded in 1955, and one of the most historic central business associations in the nation, the Minneapolis Downtown Council (MDC) is a membership-based entity that works to create an extraordinary downtown. The MDC's collaborative development of the [Intersections: Downtown 2025 Plan](#) is designed to help downtown businesses, community leaders and citizens build on downtown assets and implement future goals. For more information, please visit www.downtownmpls.com.