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**IMMEDIATE RELEASE**

## **TARGET FIREWORKS TO LIGHT UP MINNEAPOLIS AQUATENNIAL JULY 25**

**MINNEAPOLIS (July 24, 2015)** — The Minneapolis Aquatennial would not be complete without the annual grand finale—Target Fireworks.

The Target Fireworks will take place Saturday, July 25 at 10 p.m. along the Mississippi River on West River Parkway. Regarded as one of the top five annual fireworks displays in the nation, more than 10,000 pounds of explosives will be launched over the river.

Each year, the fireworks display draws over 250,000 spectators to Downtown Minneapolis, creating the Aquatennial's largest event. Spectators who wish to beat the crowds and find a spot to watch the fireworks are encouraged to come early and enjoy the Aquatennial Pre-Fireworks festivities. The Target Fireworks are choreographed to music; tune into the simulcast at Go 96.3.

Beginning at 11 a.m., the Aquatennial Pre-Fireworks provide families fun and tasty treats throughout the day. Stop by for Kites, Butterflies & Mary Poppins kite-flying activities with Chanhassen Dinner Theatres (11 a.m.-1 p.m.), give back to the community through the Minneapolis Aquatennial Blood Drive with Memorial Blood Centers (11 a.m.-5 p.m.), try on gear, meet local heroes and see emergency response vehicles up close with the Minneapolis Fire Department (3 p.m.-10 p.m.), play on the inflatable Kids Zone, eat festival favorite treats, enjoy food truck cuisines and more.

Live music begins at 6 p.m. featuring Tim Mahoney, The Casey Band and The Grateful RED. The live music will continue up until the Target Fireworks begin at 10 p.m.

When coming to view the Target Fireworks, the west side of the Mississippi River, along West River Parkway near Portland Avenue and the Stone Arch Bridge, is one of the best vantage points to take in the show.

Plus, you can control an interactive fireworks LED display from your smartphone on Saturday from sunset to 1 a.m. Visit [Skyline.Target.com](http://Skyline.Target.com) for more information.

### **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, Hennepin County Medical Center, Minnesota Twins, Minneapolis Recycles, City of Minneapolis,

Minneapolis Park & Recreation Board, K102, Go 96.3 and Which Wich. For more information, please visit [www.Aquatennial.com](http://www.Aquatennial.com) or call (612) 376-7669.

**About the Minneapolis Downtown Council**

Founded in 1955, and one of the oldest central business districts 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 *Intersections: The Downtown 2025 Plan* was designed to help downtown businesses, community leaders, and citizens build on downtown's assets and implement future goals. For more information, please visit [www.downtownmpls.com](http://www.downtownmpls.com).

**About Target**

Minneapolis-based Target Corporation (NYSE: TGT) serves guests at 1,799 stores and at Target.com. Since 1946, Target has given 5 percent of its profit to communities, that giving equals more than \$4 million a week. For more information, visit [Target.com/Pressroom](http://Target.com/Pressroom). For a behind-the-scenes look at Target, visit [Target.com/abullseyeview](http://Target.com/abullseyeview) or follow [@TargetNews](https://twitter.com/TargetNews) on Twitter.

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