

MPLS



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AQUATENNIAL

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2016 AQUATENNIAL BRINGS BACK 1980s LEGACY SKATEBOARDING EVENT AQUAJAM

Blast from the past to take place at new Boom Island location

MINNEAPOLIS (July 13, 2016) – The Minneapolis Aquatennial, which runs July 20-23, is adding “boom” to this year’s lineup of events. At the forefront is the return of AquaJam, a skateboarding competition that was wildly popular at Aquatennial during the 1980s, and a host of accompanying activities Saturday, July 23 at Boom Island.

AquaJam will take place from 3 p.m.-8 p.m. and feature experienced skateboarders performing highly advanced tricks and routines from 6 p.m.-8 p.m.

“We’re bridging the Aquatennial of today with a favorite from the past,” said Leah Wong, vice president of events and marketing, Minneapolis Downtown Council. “Providing high-quality entertainment for all ages, AquaJam highlights the Aquatennial’s rich history, while our new activities at Boom Island signify the innovation, creativity and energy present throughout our events and our city.”

Presented by [Fulton Beer](#) and [Familia Skateshop](#), AquaJam will feature a similar look and feel as it did about 30 years ago. Skaters’ routines will include “Cash 4 Tricks,” “Skate Your State,” barrel jumps, a mini ramp and more.

The day includes a free, open-to-the-public skate for all ages from 3 p.m.-6 p.m. Local beverages, including craft beers from Fulton and more, will be available for sale.

“As a child, I would beg and plead to get my father to bring me to Minneapolis for the yearly AquaJam contests. Witnessing so many skateboarders in one place — which was Lake Calhoun at the time — was super impactful for me,” said Tucker Gerrick, Fulton Brewing Company’s director of marketing. “Knowing that there was a community of people I connected to and who ‘got’ me was one of the reasons I aspired to be a Minneapolis resident in the first place. It’s an absolute honor to have helped bring back this iconic Minneapolis skateboard event.”

“There has always been an active element to Aquatennial and the City of Minneapolis, and you’ll see that taken to a whole new level July 23 at Boom Island,” said Steve Nesser, owner of Familia Skateshop. “AquaJam was once one of this area’s premier skateboarding events, and we are proud and honored to partner with the Aquatennial to bring it back.”

The Boom Island location easily connects visitors to an array of activities on the Mississippi Riverfront leading up to Saturday night’s Target Fireworks, annually rated in the top five annual pyrotechnic displays nationwide. Boom Island will also feature the following elements July 23:

- Mess Hall, an event that focuses on Minneapolis street food and the craft brewing scene.
- A complimentary Alchemy A10 class from 3 p.m.-4 p.m.
- Live music from local artists Sam Cassidy and Nooky Jones from 8 p.m. - 10 p.m. that leads up to the Target Fireworks.

Boom Island is also less than a mile from Twin Cities Carifest, scheduled for 11 a.m.-10 p.m. July 23, and about two miles from the Pre-Fireworks Festivities running from 6 p.m.-10:00 p.m. on West River Parkway near the Stone Arch Bridge. This will allow visitors to easily walk and bike between events.

Also new in 2016

In addition to the Boom Island events, the Big Waters Classic: Fulton Downtown Drag Race, Aquatennial Blood Drive at IDS Center, Aquatennial Movie Nights at Target Field Station, Aquatennial Zumba presented by the YWCA and Rally The Family tennis lessons by USTA Northern at Loring Park Pre-Parade Family Fun Night are all new in 2016.

The Minneapolis Downtown Council also unveiled its redesigned Aquatennial.com website Thursday. The site includes a full [schedule of events](#) and interactive ways for users to make the most of their Aquatennial experience.

The 2016 Aquatennial is bookended by fan favorite events the CenterPoint Energy Torchlight Parade on Wednesday, July 20 and the Target Fireworks on Saturday, July 23. In between, there are dozens of free, family-friendly events for all to enjoy. For more

information on the 2016 Aquatennial, visit aquatennial.com and follow along on social media @Aquatennial using [Facebook](#), [Twitter](#) or [Instagram](#) and using the hashtag #Aquatennial.

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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, Xcel Energy, Zeus Jones, Hennepin County Medical Center, Life Time Fitness, Fulton Beer, Familia Skateshop, Minneapolis Recycles, City of Minneapolis, Minneapolis Park & Recreation Board, K102, Go 96.3, BUZ'N 102.9, 104.1 JACK FM and 830 WCCO-AM. 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.