



RIVERBEND COMMUNICATIONS ANNOUNCES THE MOUNTAIN VIEW HOSPITAL RIVERFEST CELEBRATION

IDAHO FALLS – MAY 30, 2017 – Get ready for the biggest 4th of July festival east Idaho has ever seen!

Riverbend Communications, home of Classy 97, Z103, 105.5-105.9 The Hawk, KBear 101, and Sunny AM, is thrilled to announce the first ever Mountain View Hospital Riverfest at Snake River Landing.

Families with kids of all ages are invited to attend the free event that will feature entertainment, food, games, activities, and so much more.

“You do not want to miss this festival,” said Bill Fuerst, Riverbend Communications General Manager. “After the parade, head straight to Snake River Landing and plan to spend Independence Day making memories that will last a lifetime.”

The festivities begin at 12 noon and will continue up until the Melaleuca Freedom Celebration featuring the biggest fireworks show west of the Mississippi River.

Riverbend Communications is proud to partner with Snake River Landing in hosting the Mountain View Hospital Riverfest.

“Ball Ventures is excited for this year’s Melaleuca Freedom Celebration. Riverfest will be outstanding this year and the tradition of celebrating our nation’s birthday from the banks of the Snake River will be better than ever!” said Cortney Liddiard, CEO of Ball Ventures, LLC. “We are proud to have Riverbend Communications and Mountain View Hospital hosting Riverfest at Snake River Landing.”

Additional activities, including horseback riding, bounce houses, and hay bale rides, will be offered for a small fee. Over 20 food vendors will be on hand and there will be plenty of space for families to sit and relax.

Specific details about parking, traffic flow, vendors and other information will be released in the coming days to local media and at riverfestidaho.com.

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