



MEDIA CONTACT:

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FOR IMMEDIATE RELEASE

MEDIA ALERT – PHOTO OPPORTUNITY

A Taste of Colorado Setup is Underway at Downtown Denver’s Civic Center Park

Media welcome to take photos and capture footage before 500,000+ festivalgoers arrive

DENVER – (August 30, 2017) – Downtown Denver’s Civic Center Park and the surrounding streets are transforming to get ready for the four-day, free admission, music, food, shopping and family-fun festival of the [34TH Annual A Taste of Colorado](#), produced by the Downtown Denver Partnership, which opens Friday, Sept. 1 at 11:30 a.m.

More than 60 of Coloradoans’ favorite restaurants, food trucks, and food establishments and over 275 booths at the Arts & Crafts Marketplace will set up virtually overnight, starting today through Thursday evening. Street closure information can be found at: <http://atasteofcolorado.com/wp-content/uploads/2017/08/0-Flyer-Traffic-2017-COMplete.pdf>

VISUALS:

Construction of music and culinary stages, food and beverage tents, artisan booths, interactive exhibits begins Wednesday morning and continues through Thursday evening.

- **Wednesday, August 30** - Bannock closes at 9 a.m. between 14th and Colfax. Stage and tent construction begins throughout Civic Center Park.
- **Thursday, August 31** - Additional street closures. Stage and tent construction continues and deliveries to the site begin.

A Taste of Colorado is the region’s largest musical festival and will take place Labor Day weekend, Sept. 1 through Sept. 4. Festival hours are 11:30 a.m. to 10 p.m. Friday, 10:30 a.m. to 10 p.m. Saturday and Sunday, and 10:30 a.m. to 8 p.m. Monday. For more information on the FREE admission festival, visit www.ATasteofColorado.com, [Facebook at A Taste of Colorado](#), [@ATasteofCO on Twitter](#), “ATasteofCO” on Instagram and Snapchat (#ATasteofCO), or call (303) 295-6330.

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