

MPLS



2016

# AQUATENNIAL

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## **2016 AQUATENNIAL BRINGS BACK 1980s LEGACY SKATEBOARDING EVENT AQUAJAM**

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

MINNEAPOLIS (July 5, 2016) – The [Minneapolis Aquatennial](#) announced today the return of a legacy event, the AquaJam skateboarding competition, a wildly popular part of the Aquatennial during the 1980s. This year’s AquaJam will take place Saturday, July 23 at Boom Island, featuring an open skate for the general public from 3 p.m.-6 pm and contest for 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 yesteryear,” said Leah Wong, vice president of events and marketing, Minneapolis Downtown Council. “Providing high-quality entertainment for all ages, the AquaJam highlights the Aquatennial’s rich history, while our new Boom Island location signifies the innovation, creativity and energy present throughout our events and our city.”

Presented by [Fulton Beer](#) and [Familia Skateshop](#), AquaJam will feature the same 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 event offers something for everyone: A free, open-to-the-public skate for all ages followed by professionals showcasing their skills, local beverages including craft beers from Fulton, Lakes & Legends, FINNIGANS and Sociable Cider Werks, live music, fitness, and more.

“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.”

AquaJam’s 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 a complementary Alchemy fitness session from 3 p.m.-4 p.m. and live music from local artists Sam Cassidy and Nooky Jones from 8 p.m. till 10 p.m. when the Target Fireworks begin.

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.-10:30 p.m. on West River Parkway near the Stone Arch Bridge. This will allow visitors to easily walk or bike between events.

The 2016 Aquatennial kicks off Wednesday, July 20 with the flagship CenterPoint Energy Torchlight Parade event and features a variety of riverfront activities and event through Saturday, July 23. The Aquatennial will soon announce additional activities for Saturday at Boom Island as well as a full, four-day schedule of events.

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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](http://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](http://www.downtownmpls.com).