



IOWA WEST
FOUNDATION

For immediate release

LOESSFEST Will Celebrate the City of Council Bluffs and the Opening of its New Park on the Missouri River

Council Bluffs, IOWA—April 1, 2013—The City of Council Bluffs, in partnership with the Iowa West Foundation, will kick-off the summer season and celebrate the opening of River's Edge Park with three weeks of events showcasing all of the possibilities the park can provide. Together, Mayor Tom Hanafan and Iowa West Foundation President and CEO Pete Tulipana announce the full line-up of events for "Loessfest".

Loessfest is slated to become an annual celebration of our landscape and our community. All events for Loessfest's inaugural year will take place at the new park in an effort to introduce Council Bluffs- and Omaha-area residents to this new community resource and to celebrate its opening.

This new park will feature the latest addition to the Iowa West Public Art Permanent Collection. Making its public debut during Loessfest on May 25 is a unique and interactive light display on the Great Lawn, entitled *Rays*. *Rays* is a \$500,000 installation by artist [Dan Corson](#), funded by the Iowa West Foundation. This eight-minute interactive lighting environment uses the five-acre Great Lawn as a canvas. The permanent display will run on the hour and half-hour and will be a "must see" in the metro area. The presenting sponsor for the initial unveiling of the light display is the Peter Kiewit Foundation.

In addition to the Great Lawn Interactive Light Display, *Rays*, Loessfest features an amazing line-up of events, all of which are free, thanks to generous sponsors. Also, Silverstone Group is hosting a special event for these donors and supporters. The free events include:

- "America's Band," **The Beach Boys**, kicks off the celebration with a free concert on the Great Lawn at 8 pm on May 25. Bring your lawn chairs and blankets – concessions will be available. Opening for The Beach Boys is the heartland's own **Mulberry Lane**. Thanks to presenting sponsor, American National Bank.
- In Council Bluffs, Memorial Day weekend has been synonymous with the Symphony. On May 26, the **Omaha Symphony** will play a patriotic selection appropriate for Memorial Day. The Symphony will be joined by the **SAC Band**. A fantastic **fireworks** display will follow the performance that will be seen for miles on either side of the Missouri River. Thanks to presenting sponsor, HGM Inc. and Southwest Iowa Foundation, sponsor J & M Displays, as well as media sponsor Omaha World-Herald.
- The acclaimed Playing with Fire Concert series will bring world-class blues, jazz and funk to the park on May 27. The headliner for this Playing with Fire concert is [Sharon Jones and the Dap-Kings](#). Also appearing is special guest [Vintage Trouble](#). To complement the headliners, Omaha's own [Satchel Grande](#) and [Mojo Bag](#), will open the show at 4 pm. Guests will enjoy a special appearance from harmonious and soulful [M2J](#). Thanks to presenting sponsor, ConAgra Foods, as well as media sponsor Council Bluffs Daily Nonpareil.

- There are no ordinary concessions on May 27! Loessfest will feature a **Food Truck Festival**, offering food trucks from across the region to showcase their food offerings. Ethnic foods and other unique cuisine will be featured, giving visitors many opportunities for delicious foods. The presenting sponsor for the Food Truck Festival is Sasaki, the park designer.
- On May 29, River's Edge Park will be transformed into an outdoor music and movie landmark with the backdrop of the metro skyline. **The Rumbles** will present a free concert at 7 pm followed by a showing of **Grease** at 9 pm on a giant screen.
- Council Bluffs Parks, Recreation and Public Property and the CB Futbol Club present "**Rumble on the River**" Soccer Tournament on June 1 and 2. Youth soccer teams will get their first chance to play their favorite sport on the banks of the Missouri River. Thanks to the presenting sponsor Arby's, Panda Inc.
- Loessfest will bring out the gigantic movie screen and sound system again on June 5 to present **Ferris Bueller's Day Off**.
- **Bluffs Bash** will celebrate the last weekend of Loessfest, June 7 and 8. This event will draw the local young adults and the arts community from around the metro area to showcase area artists and musicians. This two-day event offers family-friendly activities including an assortment of bounce houses for hours of entertainment for the whole family. Thanks to presenting sponsor Council Bluffs Visitors Bureau and sponsors Warren Distribution and TS Bank.
- **The Preservation Hall Jazz Band** travels worldwide spreading their mission to nurture and perpetuate the New Orleans Jazz art form. Their music embodies a joyful, timeless spirit and can be enjoyed at River's Edge Park on June 8. The performance is brought to the park by the University of Iowa, and will be the centerpiece of the Living with Floods statewide project to commemorate the anniversary of recent flood events statewide in Iowa over the past five years. This celebrates progress made toward recovery, and also raises awareness of flood mitigation strategies. Thanks to presenting sponsor Back to the River and sponsor Lamar.

Why Loessfest

Loessfest celebrates Council Bluffs and all it has to offer — including our defining geological feature, the Loess Hills. These hills nest the city and provide it with immediate access to wildlife, unique natural environments and beautiful views in all directions.

Formed between 24,000 and 14,000 years ago, the Loess Hills (pronounced "luss") were formed from silt blown in from the floodplain of the Missouri River. They appear as an angular band of rugged, prairie-topped hills rising up from the flat river bottomland, continuing along the western edge of Iowa into northwest Missouri, and are only found in a few locations around the world.

Like the City of Council Bluffs, the Loess Hills are special and unique – the more you know, the more there is to celebrate. For more information, please visit Loessfest.com.

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