

SNAKE RIVER ROARING YOUTH JAM
by the Idaho Falls Arts Council

August 12-14, 2010

What is Youth Jam?

This is the Idaho Falls Arts Council's seventh annual major summer festival for families and youth. The "Snake River Roaring Youth Jam" is a three-day youth festival made up of 1) art tents and community art sculptures which fill the east side of the Snake River Greenbelt where kids can paint, discover the fascination of the "Junk Jam" music station, paint a mural, etc., 2) live performing arts shows for families by professional artists at the Colonial Theater, 3) "Just for Teens" activities to include a battle of the bands and 4) the Great Snake River Duck Race (funded separately). Most events are free including three nights of the live professional show at the Colonial Theater

Who Attends?

Last year's attendance was our best ever with nearly 20,000 participating. Sixty-three percent (13,860) of the attendees were from Idaho Falls with 25% from eastern Idaho; 3% from the rest of the state and 9% out of state visitors. We hope to increase tourism attendance in order to help make Idaho Falls a cultural tourism destination for Yellowstone visitors.

Activities

Visual Arts Activities include giant murals on the greenbelt which kids can paint all weekend, large "multi-child" weaving projects, sculptures children can work on together, and lots of "wind friendly" art like kites, wind socks, whirligigs, and of course, art projects for tiny tots.

Free Live Performance in the Colonial Theater every night.

Junk Music Station: One of the big hits of the Youth Jam has been the giant percussion play stations made out of recycled "junk" where kids could learn percussion, practice a beat or just bang away! Add to that a new 50' xylophone from last year's Youth Jam and it's irresistible to kids. The nearby Youth Jam food vendors said it drew them a lot of business!

Teen Scene: The teens seem to really go for the "The Battle of the Bands" which will be held on Saturday in the pocket part at Park and B Streets.

Greenbelt Stage: The Greenbelt Stage is alive with music and dance all day during the festival with groups as diverse as the drummers, jugglers, singers, fiddlers, musicians, a drum circle, and of course, youth performers!

Please Contact:

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