

For more information Contact:

Christine Bowman
(517) 279-6902
September 12, 2011

GOLD WING ROAD RIDER'S ASSOCIATION RALLY AND APPLEFEST COMING TO DOWNTOWN COLDWATER

Downtown Coldwater is Host to Slate of Activities September 16th and 17th

There will be no lack of arts, eats, and entertainment in the Branch County area this weekend as two (2) great family friendly events, the Great Lakes Region D Gold Wing Road Riders Association Rally and Applefest, return to Downtown Coldwater Friday and Saturday, September 16th and 17th.

The Friday evening festivities will take place from 6PM to 9PM as Coldwater welcomes back the Gold Wing Road Riders Association Region D Rally. Several hundred Rally participants will "motor Downtown" to show off their motorcycles, trike conversions, and/or sidecar units for the public to view and enjoy, including as well rider and motorist awareness safety education information. As part of the fun, the City of Coldwater will be closing off a section of Monroe Street adjacent to Wilbur's Furniture (27 W. Chicago Street) for a FREE Block Party featuring LIVE music by the Haskells playing a mix of 50's rockabilly/surf/country and 60's garage rock. Arts Alive, which will be housed at Airway Oxygen (49 West Chicago Street) from 6PM to 8PM, will be offering one of a kind art pieces from over eight (8) local artists for sale and Gold Wing Rally participants and the public are invited to express their creativity by painting in a section of a large poster containing an image of a Gold Wing motorcycle. Many Downtown merchants will be open extended store hours during the event and the Tibbits Opera House (14 S. Hanchett Street) will be open for tours. There will be no shortage of tasty food and drink available from Downtown restaurants and food vendors offering barbeque, caramel apples and ice cream.

During the day Saturday from 9 AM to 4 PM come and stroll through Downtown as Applefest 2011 celebrates its 24th year! This annual event has grown to be a “must attend” by visitors and community members alike. Start your holiday buying now with handcrafted gifts purchased from one of the over one hundred and thirty (130) arts and crafts vendors or choose a gift for that special someone from one of the locally owned, specialty Downtown merchants that will be offering in-store specials for the day. Or just come to enjoy a tasty apple treat including fresh apples and cider from local orchards, including apples by the bushel. There will be lots of other food choices as well from Downtown restaurants and a varied selection of food vendors.

During Applefest there will be lots of great activities to keep all in the family occupied and happy including the Kid’s Zone, sponsored by the Oasis of Love Family Church, located in Cannon Park (intersection of US 12 and Marshall Street) featuring bounce houses, an obstacle course, and FREE food! And at the Eby-Klein Youth and Family Center nationally known Christian Rock group Seventh Day Slumber will appear for FREE from 2PM to 4PM in Armory Park (near the intersection of US 12 and Clay Street). In the park next to Museum Gallery (1 West Chicago (US12)) the day offers more free entertainment featuring the yodeling and accordion playing of Arthur Brogli. Numerous non-profit organizations will also be on hand offering the community information about their missions and services.

Saturday evening offers more entertainment when at dusk (8:15 - 8:30PM) the Gold Wing Road Rider’s Association Rally participants “strut their stuff” with a Lighted Bike Parade through Coldwater including many residential areas and downtown along US 12. A copy of the route is available at www.coldwater.org. Visitors and residents who do not live along the route are invited to bring their lawn chairs and enjoy the parade from Heritage Park (1492 Heritage Drive) or from the sidewalk along US 12 Downtown from Division Street to Fremont Street. The parade will end at the Dearth Center Parking lot at the Branch County Fairgrounds where the Gold Wing Road Riders Association Region D members invite the public to come and view another light show in the parking lot.

The Gold Wing Road Riders Association Region D is part of a nationwide family oriented motorcycle association. Region D is comprised of members from Indiana, Michigan, and Ohio and their annual Rally brings over 600 motorcycles and their riders to spend the weekend at the Branch County Fairgrounds where a host of scheduled events takes place for both Region D rally participants and the public. To find out more about the Association or for a complete list of Rally activities, go to www.gwrra-regiond.org.

The Gold Wing Road Riders Association Rally Block Party is sponsored by the City of Coldwater in partnership with the Downtown Development Authority, Downtown Business Association, and the Branch County Tourism Bureau.

Applefest is sponsored by the Downtown Business Association and their generous community sponsors: Monarch Community Bank, Coldwater Dairy Queen, Branch County Community Foundation, Southern Michigan Bank and Trust, and Infinisource

For more information about all that will be happening Downtown this weekend, check out the weekly calendar at www.coldwater.org or contact the Downtown Development Authority at (517) 279-6902 or the Downtown Business Association at (517) 279-6903.

#####