

**BRIAN
NAUGHTON
BAND**
THURSDAY
**6:30-
9:00PM**



Brian brings unequalled energy to the stage. His guitar rocks you from the first note. Close your eyes and from the tone, you'd think the vocals are coming from an 80-year-old iconic bluesman.



HITCHVILLE
FRIDAY
**7:30-
10:00PM**

Hitchville has quickly solidified themselves among the upper echelon of regional talent. Under the leadership of dynamic lead vocalists Heidi Owens and Matthew Kneefe, the group's trademark harmonies, down home personalities, and kinetic stage energy leads to an unforgettable live show in which the band has worked tirelessly to produce. There's really only one place where the beer is always cold, the people are always friendly, the music is always world class, and the energy is always palpable... they'd like to welcome everybody home... to Hitchville.



Freebird delivers a classic rock experience by performing favorite Lynyrd Skynyrd songs that leave the audience wanting to hear more, hit after hit. The guitar army plays the duel leads in perfect "Skynyrd" style to make the crowd feel like they are at the ultimate southern rock concert. Get ready to yell – "Play Freebird!" – because they will!

FREEBIRD
SATURDAY
**8:00-
10:00PM**



**THEM
COULEE
BOYS**
SUNDAY
**2:00-
4:00PM**

Eau Claire's Them Coulee Boys are rising stars in the national bluegrass and americana scene and a show not to be missed. Beautiful songs written by an old soul, and performed by dedicated, talented, funny and passionate musicians. Don't try to stick their music in a specific genre. It spans many, and it's beautiful in each. Good music defies labels, and that's the beauty of Them Coulee Boys' music.

THROUGHOUT THE EVENT

Beer Garden

Enjoy a refreshing cold beverage as you catch up with old friends! The beer garden will be open on Thursday 4-9pm, Friday 4-10pm, Saturday 11am-10pm, and Sunday 11am-4pm.

Heritage Park

Food Vendors

Be sure to fuel your River Falls Days celebration with delicious dishes from these food vendors: Island Noodles, Smokey Treats BBQ, River Falls Sportsmen's Club, Taste Treatz, and more!

Heritage Park

2021 River Falls Days Buttons

Purchase a commemorative River Falls Days button for \$4 and enter to win raffle drawings for up to \$250 in cash prizes! Winners will be drawn Sunday, July 18th at 1:30 pm on the Main Stage. A button will also get you a free beer at the Chamber beer tent. Buttons can be purchased at the Chamber office, or at participating Chamber businesses.

Heritage Park

Softball Tournament

The place this summer where the best teams compete for CASH prizes and awards! Concessions are available and all proceeds benefit the River Falls Youth Hockey Association.

Hoffman Park

Emery Express Choo Choo Train

All Aboard the Emery Express! This year, kids can take a train ride through the festival grounds. Cost is \$3/ride paid to the Conductor.

THURSDAY, JULY 15

**9:00am-4:00pm • CVTC-River Falls
Application Workshop**

Your Future is Bright at CVTC! Stop by to tour campus, apply and have your application fee waived. Visit www.cvtc.edu/riverfalls for more campus information. CVTC-River Falls Campus, 500 South Wasson Lane

5:00 -6:30pm • Xibaba

Live music at Veteran's Park

5:00-8:00pm • Live Music + Food Truck

Enjoy live outdoor music with Scott Erickschen and delicious foods from Echo Meats Food Truck! The Garage Bikes + Brews

5:00-8:00pm • Farmer's Market

Browse & shop local farmers, bakers, and artisans goods for you and your family from 5-8pm! The food truck this evening will be Bubbles BBQ and playing their original songs is Sarah Van Valkenburg! Rush River Brewery

6:30- 9:00pm • Brian Naughton

See above for artist description!
Heritage Park Main Stage

**7:00 pm • River Falls Royal Ambassador
Coronation**

Join us for the annual coronation of the new River Falls Royal Ambassadors.
River Falls High School Auditorium

FRIDAY, JULY 16

9:00am-4:00pm • CVTC-River Falls Application Workshop

Your Future is Bright at CVTC! Stop by to tour campus, apply and have your application fee waived. Visit www.cvtc.edu/riverfalls for more campus information. CVTC-River Falls Campus

11:00am • Medallion Hunt

Clues will be posted at 11:00am, 1:00pm, 3:00pm and 5:00pm. If the medallion is not found on Friday, clues will be posted every two hours on Saturday beginning at 11:00am. The winner will receive \$200 or \$250 with a 2021 River Falls Days button. Clues will be posted at the bell located at Heritage Park. Heritage Park

1:00-5:00pm • Race Packet Pick Up

For pre-registered participants, stop by the City Hall Training Room to pick up your race packet. City Hall Training Room

4:00-8:00pm • Food Truck Friday!

This week's food truck showcase for you is our friends at Taqueria Los Paisanos! Oscar will be in town serving the best authentic, Mexican food from 4-8pm for you and your family! Rush River Brewery

4:30-5:30pm • Loud Mouth Brass

Live music at Heritage Park Main Stage

5:00-8:00pm • Live Music + Food Truck

Enjoy live outdoor music with Bryan Anderson and yummo healthy food from Pita Pit Food Truck! The Garage Bikes + Brews

5:30-7:00pm • Howard 'Guitar' Luedtke & Blue Max

Live music at City Hall Plaza

6:00-8:00pm • Reverse Parade

Join local businesses and organizations in this unique parade! Walk past floats and booths lined up along Second Street, with the opportunity to spend more time checking out your favorites. The reverse parade will still include marching bands, royalty, and of course, plenty of candy! Second Street

7:30-10:00pm • Hitchville

See page 2 for band details! Heritage Park Main Stage

SATURDAY, JULY 17

8:00 am • 5k Race

Pre-registration is required. This scenic route will take you through some of the beautiful neighborhoods of River Falls, across the Swinging Bridge into Glen Park, and then on to the Riverwalk Pathway to enjoy the sights and sounds of Lake George. City Hall Plaza

8:00am-12:00pm • River Falls Farmer's Market

Fresh, locally grown fruits, vegetables, flowers, and more. Dick's Fresh Market

9:00-11am • Kids Obstacle Course

Pre-registration is required. \$7/child (includes swag bag) Compete against friends or siblings in the Inflatable Obstacle Course and then race down the 18ft Dual Slide! For kids 12 and under. City Hall Upper Parking Lot

10:00-10:45am • Barre at the Brewery

Celebrate River Falls Days with an Inspiring Actions class at Swinging Bridge Brewery. Bring a water bottle, yoga mat, and a towel because It's Always Hazy in a barre class. Get ready to laugh and sweat and laugh some more from the first breath together to the Final Final breath at the end of class! No barre experience is needed. Variations will be given for each pose to make it beginner, intermediate, or advanced. Price includes a 45 min Barre class and a 16oz tap. This class will be Off the Hinges ;) Swinging Bridge Brewery

10:00-11:00am • POUND® & Pour

Join us for a 45 minute cardio and strength class that will unleash your inner rockstar! Class will be held in the front parking lot of The Garage Bikes + Brews! www.santoshstudio.info or @santoshstudio Front parking lot, The Garage Bikes + Brews

10:00am-2:00pm • Scavenger Hunt

Indoor scavenger hunt at office with prizes and games for all. All ages are welcome! Recharge Chiropractic

10:00am-3:30pm • Options for Women / River Falls - 5 Year Anniversary Open House!

Celebrating 5 years in our Main Street clinic! Stop by any time for a tour (photo ID required), some sweet treats, and to learn about our free services. 214 N Main Street

11:00am-1:00pm • Cheese Curd Tasting

Enjoy samples of fresh curds, flavored fresh curds, deep fried curds and the NEW Cheddar Curd Crunchers form the Ellsworth Cooperative Creamery. Just \$1 for each 2 oz sample. Try as many as you would like! Dining & Activity Tent

11:00am-4:00pm • Merry Magpie Face Painting

11:00am-1:00pm • Children's Water Fight
Come cool off with a water fight and a variety of other fun water activities! For ages 5-13, no registration required. Sponsored by the River Falls Fire Department. Second Street, in front of the Fire Hall

11:00am-1:00pm • House Boats

Live music at City Hall Plaza

11:00am-2:00pm • Strongman Competition

New to River Falls Days! Come watch athletes compete in events including: Max Log Press, Car Deadlift, Tire Flip/Farmers Carry, Keg/Sandbag, and Stone Over Bar. Organized by River City Ironworx Gym. City Hall Lower Parking Lot

11:00am-3:00pm • Inflatable Fun for Kids

Compete against friends or siblings in the Inflatable Obstacle Course and then race down the 18ft Dual Slide! \$5/child. Unlimited time. City Hall Upper Parking Lot

11:00am-3:00pm • Blind Munchies Coffeehouse Summer Celebration!

Outdoor, safe, family-friendly celebration with free food, coffee, activities, and more! Blind Munchies Coffeehouse

11:30am- 10:00pm • Chasing Waterfalls Release Party!

Chasing Waterfalls is back on tap this summer! Swing by for a pint and enjoy treats from the Marigold Cafe (12-4pm) and the Salsa Spot! (4-8pm) Rush River Brewery

12:00 pm • Cale the Juggler

Cale The Juggler travels the country inspiring awe induced laughter with his one of a kind humor and world class stunts. Jam packed with audience involvement, you'll be astounded with what unfolds. Veteran's Park

12:30-2:00pm • Tommy Bentz Band

Heritage Park Main Stage

2:00-4:00pm • Dan Israel

Live music at Veteran's Park

2:30-4:30pm • Lisa Wenger Band

City Hall Plaza

3:00-5:00pm • Kids Watercolor Activity

Community Arts Base watercolor activity. Select Paintings will be displayed in the festival area. Dining and Activity Tent

3:00-6:00pm • Cornfest

Sweetcorn, sandwiches and fun for the kids. This is a free event sponsored by your friends at First Covenant Church First Covenant Church

4:00 pm • Sr. Legion vs. New Richmond

Our Sr. Legion team take on New Richmond at 4pm! First National Bank of River Falls Field

4:30-6:30pm • Trent Romens & Calico Tango

Live music at Heritage Park Main Stage

Doors Open: 5:00 Fights start: 6:00 End: 9:00pm • Peek-A-Boo Boxing Gym Fight Night

River Falls Days Boxing Show at the Wildcat Arena. Around 16 fights youth to adult. Wildcat Arena

5:00-9:00pm • Live Music + Food Truck

Enjoy some amazing BBQ from Ralph's Rib Crib Food Truck and Irie Minds will be bringing the Reggae-Rock vibes to The Garage Bikes + Brews. GOOD VIBES ONLY The Garage Bikes + Brews

6:30 pm • Fighting Fish vs. New Richmond

Celebrate the new turf at First National Bank of River Falls Field with a Ribbon Cutting Ceremony at 6:30, and then watch your hometown Fishing Fish take on New Richmond at 7pm!

First National Bank of River Falls Field

6:30-8:00pm • High & Rising

Live music at City Hall Plaza

8:00-10:00pm • Freebird

See page 2 for band details! Heritage Park Main Stage

SUNDAY, JULY 18

11:00am-4:00pm • Merry Magpie Face Painting

11:00am-4:00pm • Car Cruze-In
Bring your favorite summer ride, friends, and family to enjoy a great afternoon full of poodle skirts, classic music, and fun shops all in historic downtown. Downtown River Falls

11:30am-1:00pm • Kids Chalk Art

Heritage Park Main Stage Area

12:00-2:00pm • Mike Munson

Live music at City Hall Plaza

2:00-4:00pm • Them Coulee Boys

See page 2 for band details! Heritage Park Main Stage

1:00 pm • Lions Club Great Duck Race

Purchase a duck ticket from a River Falls Lions Club Member and watch it race down the Kinnickinnic River. First place prize is \$1000! Cash prizes available for 2nd-5th places. Heritage Park

2:00-5:00pm • Live Music + Food Truck

Join us for live outdoor soulful tunes with Zeb Sears while you enjoy yummo BBQ from Up In Smoke Food Truck and get your ice cream fix from Street Treats Ice Cream Truck! The Garage Bikes + Brews

2:00-5:00pm • Tommy Bentz Band

Sit back and relax listening to cool, chill tunes from the Tommy Bentz Band from 2-5pm! Bring your friends & family for this outing! A food truck will be on-site too! Rush River Brewery

7:00 pm • Sr. Legion vs. Bloomington

Our Sr. Legion team take on Bloomington (MN) at 7pm. Catch the game, and then stay for the Fireworks! First National Bank of River Falls Field

Dusk • Fireworks

Gather with friends & family to wrap up the 2021 River Falls Days celebration. Show can be viewed from Hoffman Park and Greenwood Elementary School fields. Hoffman Park



*Events in blue are official River Falls Days events

Schedule subject to change, for the most accurate event information, visit: www.rfchamber.com