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**Greater Palmer Chamber of Commerce announces rebrand of its historic summer celebration**

*The Braided River Festival is scheduled for June 10-12, 2022*

Palmer, Alaska, March 24, 2022 – Beginning in 2022, the Greater Palmer Chamber of Commerce's Colony Days celebration will feature a new name. The 2022 Braided River Festival will include the same activities and events of the previously named Colony Days event, but with a new look.

“After decades of successfully hosting one of the summer’s largest festivals in the valley, we felt it was important to rebrand it to reflect what it has grown into: a celebration of the many aspects of what makes Palmer unique,” said GPCC Executive Director Ailis Vann. “A braided river is made up of smaller rivers, creeks, and tributaries that come together to form one large, powerful force. For decades, the Palmer Chamber has also grown into a larger force thanks to the support of our community partners. It also speaks to the natural beauty of the Palmer area, including the Matanuska and Knik Rivers.”

Colony Days was originally created by the occupants of the Matanuska Colony Project 86 years ago. The Greater Palmer Chamber of Commerce eventually took on organizational duties for the event and grew it into what it is today; a three-day, indoor and outdoor celebration that features a parade, food trucks, vendor booths, family activities, music, and other opportunities to highlight local businesses in Palmer.

The event is scheduled for June 10-12, 2022, in Palmer.

For information on all official Greater Palmer Chamber events, please visit [www.palmerchamber.org](http://www.palmerchamber.org).

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