

May, 2011

**To all businesses or services with an investment in Nutrition, Health and Fitness:**

We invite you to be a part of the **“EAGLE RIVER AREA FESTIVAL OF FLAVORS”**, happening **Saturday and Sunday, August 27 & 28, 2011**. With a **focus on Wisconsin food products and emphasis on nutrition, health and fitness**, the festival events take place in **Riverview Park** in downtown Eagle River. Go to [www.eaglerivermainstreet.org](http://www.eaglerivermainstreet.org) and click on Festival of Flavors to see the exciting events and entertainment planned for the festival. Once again, the Eagle River Revitalization Program (producing organization) and Festival of Flavors received a JEM (Joint Effort Marketing) Grant from the Wisconsin Department of Tourism, providing assistance for out of area promotion. A publicist has been retained, and a media plan is in place to attract fest-goers local and regional, plus visitors from a greater distance. Restaurants have been invited to participate from a two county area, Vilas and Oneida, along with local and statewide food producers, who will display and sample product in a 180' tent. Nutrition, health and fitness events and displays will be in the **“Discover Wisconsin Theatre”** tent, adjacent to the tasting tent. The fitness events promise to provide a **“new twist”** on fitness and health! Display hours will be 11 a.m.-4 p.m. Saturday and 11 a.m.-3 p.m. Sunday, with set up starting at 9:30 a.m. to be completed by 10:30 a.m. each day. All exhibitors must display for both days. On Saturday, the **“Festival of Flavors Art & Craft Show”** will kick-off events at 9 a.m. and on Sunday the **“Fitness for your Soul”** community worship will begin at 9 a.m. in the **“DW Theatre”** tent.

**We invite you to join our area health care providers in becoming involved in this “one-of-a-kind” event. With sponsorship by the Wisconsin Department of Tourism, Discover Wisconsin, the Wisconsin Milk Marketing Board, River Valley Bank, Ministry Health Care, Trig’s, WJFW Channel 12, Heartland Communications (WERL-WRJO), and Capital Brewery, the event has a great network of professionals to augment publicity and provide financial and marketing support plus on site participation and celebrity status.** The nutrition, health and fitness aspect of the festival will showcase the quality health care and services available in our area, stimulate future visits, and be a factor in decisions for business and personal relocation, and retirement choices. We estimate that in its third year, about **5,000+ people will attend the festival, and we need YOU TO GET INVOLVED!**

**The investment for business and service participants is \$100 for a 10’ X 10’ space for the two day festival**, including two covered tables and electricity if needed. You should provide your own back drop banner or professional display. From here you may promote your **“DIET and HEALTH RELATED CAUSES”**. We encourage each participant to provide public education and if possible, some interactive program from their booth. **DON’T MISS THIS OPPORTUNITY TO SHOWCASE YOUR FACILITY AND ITS MANY OFFERINGS!** Join us in promoting our great Northwoods region as a super place to play and live, and your business as a place to frequent! Please fill out the attached registration form, copy it for your records, and return it along with your booth fee of \$100 to... ERRP, P.O. Box 2302, Eagle River, WI 54521. Checks should be made payable to **Eagle River Revitalization Program**. Exhibitors will be linked to the festival web-site.

**We await your enthusiastic participation and THANK-YOU!** Please call Cindy Meinholz at Riverstone Restaurant (715-479-8467) or Rita Fritz, Executive Director of the ERRP (715-477-0645) with questions.

Festively Yours,

Cindy Meinholz, Festival of Flavors chairperson, ERRP board, [meinholz48@yahoo.com](mailto:meinholz48@yahoo.com)