

Get ready for the 11<sup>th</sup> annual Idaho® Potato Drop, Idaho's signature holiday event that can only be truly experienced LIVE at the Idaho State Capitol!

Starting at 6:00 PM, the Main Stage comes to life as the world-famous <u>#GlowTato</u> ascends to its evening perch during the Idaho® Potato Rise, raising awareness and funding for ten local non-profits. Moon-Boot boogie to live music from local artists and headliner <u>High Step Society</u>. <u>KTVB</u> will be on hand, broadcasting live across NBC stations in Cecil D. Andrus Park, featuring food trucks, sporting events, eclectic vendors and of course, BIG Idaho® Potatoes!

Athletes will <u>test their mettle</u> at the Idaho® Potato Drop <u>Urban-Air Ski and Snowboard Exhibition</u> with the Onslaught Crew, hosted by <u>Tamarack Resort</u>. This cutting-edge snow park is the first of its kind, utilizing custom-built features such as a high-speed tow-in winch and the largest jump in Idaho! Additional activities in the park include games and raffles with prizes for Spec-Taters. Sample delicious local food and grab a hot toddy the all-ages beer garden near the vendor camp located throughout the park. Don't forget to snap a picture with Spuddy Buddy and the <u>Big Idaho® Potato Tour truck!</u>

At 7 pm, <u>VIP pass holders</u> can dance the night away to **Black-Eyed Peas resident DJ "RH Factor"** and local favorite "DeltaOne" in the <u>historic Hoff building</u>, one of 4 ALL-NEW unique VIP areas to experience! Spend some time in the clouds at the elegant "**Top of the Hoff" VIP Room**", with panoramic views of downtown Boise and the Idaho® Potato Drop. Enjoy a full bar with complimentary drink and appetizers starting at 8:00 PM until 10:00 PM at our 2<sup>nd</sup> floor **VIP Crystal Ballroom** with live music and a raffle from 9:30 to 10:00 PM. Prizes include Tamarack Ski Passes, Idaho® Potato Commission Goodies and a one-night stay in the Idaho® Potato Hotel. Enjoy the warm and toasty **VIP Tent** right next to the Main Stage and sip on a cocktail while listening to live music throughout the evening. The **VIP Main Stage dancefloor** will be located center stage with plenty of heat (no alcohol allowed in this area).

When the countdown to the new year begins, <u>Inland Crane</u> will 'Drop' it like it's hot to an world-class pyrotechnic display!

The Idaho® Potato Drop is a free and charitable all-ages New Year's Eve event that supports local arts, businesses and charities. This year's beneficiaries include: Idaho Partners for Good, Idaho Diaper Bank, Idaho Crisis & Suicide Hotline, NAMI Idaho, Jesse Tree, J.E.M. Friends, So Good, Boise Rescue Mission, Good Samaritan Home, and Idaho Veterans Chamber of Commerce.

BIG thanks to our amazing partners supporting this free event, including <u>Idaho® Potato Commission</u>, Fireworks Sponsor <u>Key Design Websites</u>, Heating Sponsor <u>Equipment Share</u> and our site sponsors <u>United</u> <u>Site Services</u>, <u>Lamb Weston</u> and <u>Rafanelli-Nahas</u>.

For more information, or to purchase VIP tickets, visit IdahoPotatoDrop.com