



**\*FOR IMMEDIATE RELEASE 12/17/2024\***

Get ready for the [12th annual Idaho® Potato Drop](#), Idaho's signature holiday event that can only be truly experienced LIVE at the Idaho State Capitol!

Winner of [USA Today's "10 Best Reader's Choice Award"](#) for "Best New Years Eve Drop" two years running, this time-honored tradition brings people together from all around the world to celebrate the coming of a prosperous new year.

Starting at 6:00 PM, the [ICCU Main Stage](#) comes to life as the world-famous [#GlowTato](#) ascends to its evening perch during the Idaho® Potato Rise, raising awareness for local non-profits in need. [KTVB](#) will be on hand broadcasting live across NBC stations in Cecil D. Andrus Park, featuring [live music and entertainment](#) by North Mississippi Allstars co-founder [Cody Dickinson](#), with special guest Ben Wilson of Blues Traveler and Idaho favorite Jeff Crosby.

Skiers and snowboarders will compete for cash and prizes in the [IPD Urban Rail Jam](#), winner of [SAM Magazine's International Terrain Park Contest for "Best Event"](#). This one-of-a-kind exhibition has also caught the attention of ESPN, US Ski & Snowboard and the X Games. Complete with dual flame columns at the finish line and all-new rail features built by [Onslaught Crew](#) and sponsored by [Tamarack Resort](#).

Sample delicious local food and grab a toddy at the all-ages beer garden in the vendor camp located throughout the park. Customize your own screen-printed Idaho® Potato Drop gear on-site and don't forget to snap a picture with Spuddy Buddy at the [Big Idaho® Potato Tour truck!](#)

At 7 pm, [VIP pass holders](#) can grab a drink and dance the night away in our warm and cozy [Mountain Modular](#) VIP room located next to the ICCU Mainstage. Enjoy a full bar with complimentary drink and appetizers with live music and raffles. Prizes include Tamarack Resort Passes, Idaho® Potato Commission Goodies and a one-night stay in the [Idaho® Potato Hotel](#). When the countdown to the new year begins, [Inland Crane](#) will 'Drop' it like it's hot to a [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; [So Good](#), [Veterans of Foreign Wars](#) and [Idaho Crisis & Suicide Hotline](#). BIG thanks go to our amazing partners supporting our community, including Idaho Central Credit Union, Idaho® Potato Commission, [Visit Boise](#), [Equipment Share](#), [Stor-It](#), [United Site Services](#), [City of Boise](#), [Key Design Websites](#), [Idaho Storage Connection](#) and [Jo's Traveling Bar](#).

For more information, or to purchase VIP tickets, visit [IdahoPotatoDrop.com](#)