

## 2023 Snowdown Fact Sheet

### Theme

A Shakesperean Snowdown. 2023 artwork by Shan Wells. 2023 is the 44<sup>th</sup> Snowdown!!!

### Dates

Friday January 27 to Sunday February 5

### Events

162 events this year, 39 are new, 30 are family friendly

### Schedules

- Printed brochure available at Magpies Newsstand and Café, 707 Main Ave. in Downtown, and other local businesses
- Online at Snowdown.org – click on EVENTS to download the full schedule and to see a list of events by day. Also check the CHANGES, ADDITIONS AND CANCELLATIONS tab for updates to the schedule.
- WhatsHappeningDurango.com - the unofficial mobile guide to all the Snowdown events that you can take with you!

### Official 2023 Snowdown Merchandise

- Available exclusively at Magpies Newsstand and Café, 707 Main Ave.
- Men and Women's t-shirts – Hats – Buttons - Posters

### Transportation

- All City busses are FREE all day on Friday February 3 and Saturday February 4, thanks to Coalition on Responsible Driving's Ride Responsible Program.
- FREE special shuttle offered for Snowdown Light Parade Friday February 3 from Fairgrounds to Transit Center every 20 minutes. Starts at 3 pm, last shuttle leaves Downtown at 8 pm. Brought to you by Snowdown, City of Durango, and the Durango Business Improvement District.

### Web and Social

- Website – <https://snowdown.org/>
- Facebook - @SnowdownDurango
- Instagram - @thesnowdowndurango
- Twitter - @SnowdownDurango

### Spirit of Snowdown Awards

Every year Snowdown presents awards to people and businesses that always support Snowdown.

- 2023 Spirit of Snowdown Business – Silver Station Promotions
- 2023 Spirit of Snowdown Individual – Mike Smedley



### Underwriters

- Alpine Bank - poster
- Purgatory Resort - parade
- Visit Durango - event marketing grant
- City of Durango – help with parade planning and permitting
- Payroll Department – kids event prizes
- Durango Business Improvement District – ½ of fee for special shuttle on parade night
- Ska Brewing – official beer
- Schedule
  - Animas Urgent Care
  - Coors
  - Animas Trading Company
  - Bank of Colorado
  - Seasons
  - Animas Overhead Door
  - McDonalds
  - Lisa Govreau, Re/Max
  - Radio 101 – KIQX 101.3 FM

### About Colorado's Premier Winter Celebration

A long time ago back in 1979, the Land of Durango was covered in winter's darkness and the People and Commerce were depressed. A great lament was heard throughout the Land, as the days were short and bore little fruit. And so it came to pass one dark day The Founder John Murrah (the man who originally came up with the idea), heard this hue and cry.

He enjoined the Lords of Business (DACRA, as it was then known) and the Lords of Information Dissemination (The Durango Herald) that a winter celebration would bring Enterprise to the land and raise up the people in their time of need. And so it came to pass that the Lords agreed and they seeded the project with \$2,000 from The Durango Herald.

But a Celebration such as this requires more than a Founder to get started, and so a Great Coordinator was to be found, one to spread the word among the People. And so it came to pass that Terry Fiedler was hired at \$1,000 that first year to organize the project (but to be paid only after all expenses were recouped).

The Coordinator's word was good and jollity, commerce and mirth spread among the people. And so it came to pass that SNOWDOWN survived and continued into subsequent years and Fiedler usually volunteered his time, occasionally relieved by others (which helped a lot). All was good in the land.

It came to pass that SNOWDOWN became well known, even beyond the borders of the Land. SNOWDOWN then became a non-profit corporation. Today is it governed by a 9-member board of directors who oversee the organization and the event itself. Snowdown would not happen without the generosity and creativity of hundreds of local businesses who create events each year.