

Media Advisory  
For Immediate Release  
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### **The Twilight Trifecta is back! Celebrate Community, Cycling, and French Fries**

The weekend of the Boise Twilight Criterium will kickoff again this year with the Twilight Trifecta, where fans and community members are invited to come downtown and enjoy a FREE concert paired with FREE sliders and FREE french fries, courtesy of Simplot and in conjunction with Free Fry-Day.

The festivities take place Friday, July 7 from 4pm-8pm, at JUMP-Boise [Jacks Urban Meeting Place]. This community celebration is a fun, family friendly, and free way to dive in to the weekend and celebrate three things that make Idaho great: Community, Cycling and French Fries.

#### **CONCERT ANNOUNCEMENT!**

The Twilight Trifecta is excited to announce BOOT JUICE as the headlining performer, with support from local Ashley Rose Band. The Northern California based Boot Juice has performed upbeat shows in the Boise area at several venues, as well performed at Treefort Music Fest. The Ashley Rose Band is a local favorite you wont want to miss! See more information about each band below. We are able to offer this free community concert thanks to our concert partner Idaho Central Credit Union.

What can you find at the Twilight Trifecta?

The Friday event's presenting sponsor Simplot will be handing out free french fries and CS Beef sliders to attendees from 4pm-7pm.

The JUMP plaza plays host to to both bands, with performances taking place from 4pm-8pm.

The Twilight Criterium bar will be open with beer/wine offerings from our criterium partners Deschutes and New Belgium.

JUMP will be open with activations and activities for all ages, so you can step inside for a cool reprieve and check it out!

All proceeds and donations collected at the kickoff celebration support two registered nonprofits: the Boise Twilight Criterium and Idaho Food Bank.

"Idaho Central Credit Union is looking forward to supporting the 36th Annual Boise Twilight Criterium, and the kickoff event. We are committed to giving back to the communities we serve and to make them even better places to live and work. We wish each participant a safe and successful race." Said Laura Smith, Vice President of Community Development.

## About the bands

Boot Juice has been gaining buzz with its high energy performances and party-sparking reputation. The band features electric and acoustic guitars, three vocalists, bass, drums, trumpet and alto saxophone. Boot Juice shifts effortlessly between driving bluegrass and americana into cosmic rock n roll. They deliver three part vocal harmonies and dynamic instrumental arrangements with a sultry dose of blues and soul. The collective effect leaves crowds little choice but to shake it down on the dance floor. [Website](#)

The Ashley Rose Band is a soulful jazz/folk/r&b project out of Boise, Idaho. An earthy & urban fusion clearly distilled from the likes of Joni Mitchell, Lucinda Williams & Ani DiFranco, all held up by the steady pulse of vintage soul & motown. Danceable & straight to the heart! Not a project to miss! [Instagram](#)

The 36th Boise Twilight Criterium (Saturday, July 8) is made possible by Title Sponsor Bailey Glasser, presenting sponsor Bronco Motors, and several other event partner agencies, which can be viewed [here](#). Catch many of our partners down at the Twilight Trifecta as well!

More information will be released about the criterium weekend over the coming weeks, we invite you to follow the excitement on [Facebook](#) and [Instagram](#)

We look forward to seeing you at the Twilight Trifecta July 7 presented by Simplot, and the Boise Twilight Criterium raceday itself on Saturday July 8th, presented by title sponsor Bailey Glasser, LLP.

### *About Trifecta presenting Sponsor:*

*Family owned and privately held since 1929, the J.R. Simplot Company is an international food and agriculture company with more than 13,000 employees serving customers around the world. The Company leads innovations in plant nutrition and food processing, researches new ways to feed animals and sustain ecosystems, and works with farmers and partners to help feed a growing global population.*

### *About Twilight Criterium Title Sponsor:*

*Bailey Glasser is a full service firm with offices across the country, handling high-impact and high-stakes litigation and corporate deals for clients of all sizes and in many industries. We are a proud part of the Boise community and are delighted to be the title sponsor of the Boise Twilight Criterium for a third year.*

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