



29TH ANNUAL

# Riverwalk FESTIVAL

Presented by  
**LOWELL**  
LOWELL AREA CHAMBER OF COMMERCE

2024  
**JULY**

**11th, 12th, & 13th**

**THURS PM, FRI PM, SAT ALL DAY**

*Downtown Lowell*

[www.riverwalkfestival.org](http://www.riverwalkfestival.org)

See inside for the schedule of events.

**meijer FIREWORKS**

**Duck Raffle • Car Show & Car Parade  
Riverwalk Marketplace • Derby Car Race  
Kayak / SUP / Canoe Race  
Run the Riverwalk 5K • Kidz Zone • Blood Drive  
Live Concerts • Street Entertainers • Food & Fun!**

PLAYING ON THURSDAY, JULY 11TH



Prior Noon

PLAYING ON FRIDAY, JULY 12TH



Josh Rose and The Founding Fathers

# The Schedule of Events!



# Riverwalk FESTIVAL

## THURSDAY EVENING JULY 11, along the Riverwalk

### 4 PM–10 PM

- Lowell Social District Area - Riverwalk Beer, Wine & Cocktails at New Union Brewery, Main St BBQ, Sneaker's, Flat River Grill

### 5 PM–9 PM

- Historic Self-Guided Tours - Lowell Area Historical Museum 10 Placards along Riverwalk and Downtown with QR Codes
- Food Trucks & Vendors on Avery Street

### 6 PM–9 PM

- Duck Raffle Ticket Sales - Riverwalk Plaza (\$2) or (3/\$5) or (10/\$10). \$1000 DUCK WINNER, (5) \$100 DUCK WINNERS

### 7 PM–9 PM

- Riverwalk Stage – Free concert featuring Prior Noon
- Free laser tag provided by BattleGR



## FRIDAY EVENING JULY 12, along the Riverwalk

### 4 PM–10 PM

- Lowell Social District Area - Riverwalk Beer, Wine & Cocktails at New Union Brewery, Main St BBQ, Sneaker's, Flat River Grill

### 5 PM–7 PM

- Street Entertainers

### 5 PM–9 PM

- Duck Raffle Ticket Sales - Riverwalk Plaza (\$2) or (3/\$5) or (10/\$10). \$1000 DUCK WINNER, (5) \$100 DUCK WINNERS
- Food Trucks & Vendors on Avery Street
- Riverwalk Marketplace – Crafters, Makers, Artists, Commercial & Non-Profit Vendors
- Historic Self-Guided Tours - Lowell Area Historical Museum 10 Placards along Riverwalk and Downtown with QR Codes

### 7 PM–9 PM

Riverwalk Stage – Free concert featuring Josh Rose and The Founding Fathers





# SATURDAY ALL DAY JULY 13, along the Riverwalk, Historic Downtown & Stoney Lakeside Park

## 7 AM

- Run the Riverwalk Registration. Race starts at 8 AM. Both at the Riverwalk Stage

## 8 AM

- Riverwalk Cruise-in Classic Cars on Avery Street. Awards at the Police Garage at 1:15 PM

## 9 AM

- Bill & Paul's Kayak/SUP/Canoe Race on the Flat River at the boat launch. Registration 9-9:45 AM. Race starts at 10 AM.
- Ducky Derby Registration. Races Start at 10:15 AM. Bring your pinewood derby car with you to the Police Garage on Avery St

## 9 AM-3 PM

- Rev it up on the Dyno Machine by Weller Companies. At the car show, watch and listen as participants test their wheel horsepower, torque, AFRs, and more!

## 9 AM-4 PM

- Duck Raffle Ticket Sales - Riverwalk Plaza (\$2) or (3/\$5) or (10/\$10). \$1000 DUCK WINNER, (5) \$100 DUCK WINNERS

## 10 AM-4 PM

- Blood Drive on the Versiti Blood Bus. Use the QR code to make an appointment or walk-ins welcome!
- Riverwalk Marketplace – Crafters, Makers, Artists, Commercial & Non-Profit Vendors
- Food Trucks & Vendors on Avery Street
- Historic Self-Guided Tours - Lowell Area Historical Museum. 10 Placards along Riverwalk and Downtown with QR Codes
- Kidz Zone - "Sweet, Sweet Summer Fun", crafts, games, tattoos, & prizes. Face painting from 10 AM -1 PM.
- Scavenger Hunt for Kids - Lowell Area Historical Museum
- Entertainment throughout the day on the Riverwalk Stage
- Street Entertainers

## 12 PM-3 PM

- Bill & Paul's Kayak Fun - Free kayak rides on the Flat River at the boat launch

## 12 PM - 4 PM

- Lowell Showboat VI Open House

## 12-10 PM

- Lowell Social District Area - Riverwalk Beer, Wine & Cocktails at New Union Brewery, Main St BBQ, Sneaker's, Flat River Grill

## 1:45 PM

- Car Parade on Main St – Watch as the Riverwalk Cruise-In cars take to the street! Classic cars, muscle cars, street rods, trucks & more!

## 4 PM

- Duck Raffle Ticket Drawing on the Riverwalk Stage. \$1000 DUCK WINNER, (5) \$100 DUCK WINNERS

## 10:15 PM Start!

- Lowell Meijer Fireworks at Stoney Lakeside Park on Bowes Rd. Additional viewing from Recreation Park (former fairgrounds) along S Hudson St.

## All Day

- Shopping and dining in historic Lowell

[www.riverwalkfestival.org](http://www.riverwalkfestival.org)



**meijer** FIREWORKS

# Thank You to Our Riverwalk Sponsors

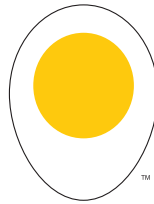
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THANK YOU to our Riverwalk Festival planning committee and the many volunteers who give of their time and talents to help make this community event possible!