

Downtown Truckee Thursdays return in June

Downtown Truckee Thursdays 2010 will kick off June 17 and continue through Aug. 19 from 5-9pm.

The 10-week series was launched three years ago by the Truckee Downtown Merchants Association in an effort to highlight and revitalize the town and underscore a Think Local mentality. Offering a host of children's activities, live music, art, the Foothills Farmers Market, a beer garden and vendors of all ilk, this lively weekly event is for locals and visitors.

"It's something the community really responds to," Andy Mond, Truckee Thursday's event manager, said in a press release. "Truckee Thursdays is an event that truly brings alive the Think Local, Be Local, Buy Local premise in a low-key way that is fun and entertaining for the whole family."

With free parking, folks stroll through the downtown district, popping into shops, sampling food and wine, listening to music at the train depot and catching up with friends and neighbors. Partnering with Kidzone Museum, kid-friendly activities abound including a bounce house, arts and crafts and much more.

Last year the 10-week event attracted more than 7,000 attendees and event organizers expect a 50 percent increase this year. The summer-long event is funded by the Truckee Downtown Merchants Association, the Town of Truckee, DBI Beverage and through sponsorships and participating vendor fees.

For more information about participating in Downtown Truckee Thursdays either as a vendor, entertainer, nonprofit or sponsor, contact info@truckeethursdays.com