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Believe: Christmas on the River returns to Idaho Falls December 2nd

IDAHO FALLS, ID -Did you hear that? It sounds like the faint ringing of bells. YES! The bells from Santa's reindeer and sleigh! They must be busy preparing for their upcoming appearance at Christmas on the River 2011. Right now the elves are busy checking each twinkling light, and Santa's puppy Tracker is practicing his hiding skills for the "Trace Down Tracker" children's activity. Plan now to bring your entire family and show that you believe.

On December 2nd from 3-8pm the Idaho Falls Downtown Development Corporation and Snake River Landing will host Christmas on the River where families can celebrate the joys of the holiday season with an array of activities and a visit from the big man himself.

The event will kick off at Civitan Plaza, downtown Idaho Falls, with horse-drawn carriage rides and caroling. Plush toy versions of Tracker, Santa's puppy, will be placed throughout participating businesses in the downtown district. Participants are encouraged to stop in the shops and browse to locate the puppy and have their card validated. Families can pick up their Tracker tracer cards at the SERVPRO booth in Civitan Plaza. Completed cards can be redeemed for a special prize at BB Stella Kids by the following day at 3:00 p.m.

Memorial Drive is the location for the Snowshoe Relay Race which benefits the Santa for Seniors Program. This event will test the agility and speed of snowshoeing and dexterity while wearing gloves and completing assigned tasks. To join the relay, contact Kerry McCullough at 208.521.9207. All entries will receive a FREE snowshoe rental from Idaho Mountain Trading.

At 5:30 p.m. the event will shift from cozy downtown to the beautifully master-planned Snake River Landing. This winter wonderland will be adorned with fire rings, activities, and much more. At the reading of "The Polar Express," which will start the Snake River Landing portion of the event, everyone will receive a bell to ring in the Christmas spirit and a very special guest.

Snake River Landing attendees will enjoy children's crafts, a photo with Santa, storybook readings in Bella Vita Coffeehouse, live caroling by local schools, free rides on the Road Apple Trolley, and participate in the Holiday Hope Food Box charity facilitated by SERVPRO of Idaho Falls.

Snake River Landing will serve as a drop-off location for the Coats for Kids Program. Gently used coats can be donated to the program starting December 1st through the end of January.

Christmas on the River 2011 promises to be a night of fun and memories for the entire family. Originally created to help local families in need, this event offers something for everyone. Come and show you believe in the magic of Christmas.

This event is sponsored by Mountain View Hospital, Z103, KBEAR 101, Classy 97, 105.5 The Hawk, and SERVPRO. If you would like to volunteer or be involved with this event, please contact the marketing department at Snake River Landing or the Idaho Falls Downtown Development Corporation.

For more information, visit www.snakeriverlanding.com and <http://downtownidahofalls.com/>

or contact 208.523.3794

