

NEWS RELEASE  
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MEDIA CONTACT  
Keri Smith-Sigman  
Chief Executive Officer  
Destination Caldwell  
(208) 649-5010  
info@destinationcaldwell.com



### **DESTINATION CALDWELL HIRES INDIAN CREEK PLAZA DIRECTOR**

Caldwell, Idaho – Destination Caldwell has hired Lynn Calvin as Indian Creek Plaza Director. As Director, Calvin will oversee the day-to-day management of the Plaza and Ice Skating Ribbon in downtown Caldwell.

“We are very excited to officially welcome Lynn Calvin to the Destination Caldwell team! As a Caldwell native and community champion, marketing professional, and event guru, she is perfect for this role,” said Keri Smith-Sigman, CEO of Destination Caldwell. “Lynn will focus on having 250 events and activities in downtown Caldwell each year, focusing on events that highlight Caldwell’s market-fresh goods and locally produced wines.”

Calvin has over 25 years of sales and marketing experience. After pursuing a degree in visual communications from the Art Institute of Seattle, Calvin returned to the Treasure Valley and has held marketing roles for notable organizations including Franklin Building Supply and the Snake River Stampede Rodeo. In 2008 Calvin founded Push Marketing. Calvin currently is involved with many community events including Stampede for the Cure and the Canyon County Festival of Trees and previously served on the board for Camp River Run.

“I am excited to serve Caldwell in a role that focuses on bringing more people downtown and showcases what Caldwell is all about; our welcoming community and rich agricultural heritage,” said Calvin. “I will be focusing on funding and recruiting events in my first 90 days here, if you are interested in learning more about Indian Creek Plaza’s mission, I would love to meet with you.”

Calvin started in her role as Indian Creek Plaza Director on January 14, 2019. She will be located at the Destination Caldwell office in historic downtown Caldwell at 106 S. Kimball Avenue.

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About Destination Caldwell - Destination Caldwell is a 501(c)(3) non-profit organization whose mission is to leverage Caldwell’s agricultural heritage to promote economic growth. The organization aims to make Caldwell a destination for locally produced wines along the Sunnyslope Wine Trail, market fresh goods, and farm to fork dining. Destination Caldwell is also the City of Caldwell’s managing partner of Indian Creek Plaza, with the intent to produce 250 events and activities each year to attract locals and visitors to downtown Caldwell. The Plaza is located in the core area of downtown Caldwell’s retail district on the corner of Kimball Avenue and Arthur Street and is equipped with an ice-skating ribbon and rink, a stage for concerts, live entertainment and movies, outdoor seating, and two splash pads. For more information, visit <https://www.destinationcaldwell.com> and <https://www.indiancreekplaza.com>.