



June 8, 2021 - FOR IMMEDIATE RELEASE

Trailing of the Sheep Festival and City of Ketchum to Install Sheepherder Arborglyphs Sign

The Trailing of the Sheep Festival is the proud recipient of a *Legends & Lore* Historic Signage Grant from the William G. Pomeroy Foundation. These grants are used to promote cultural tourism and commemorate legends and folklore as part of a community's heritage. For the Sun Valley area, the sign will commemorate the arborglyphs – the special aspen tree carvings left by the sheepherders during their time spent tending sheep in the mountains and forests of Idaho's Wood River Valley. Many of the arborglyphs were carved over 50 years ago and are fading away as the trees age and the bark deteriorates. "Preserving this special part of our community's history is very important to us and we are privileged to have received this grant to permanently honor this legacy," shared Laura Musbach Drake, Trailing of the Sheep Festival's Executive Director.

A special sign unveiling ceremony will be held on Thursday, June 17, at 5:00 p.m. in Forest Service Park in Ketchum, Idaho. "I'm delighted the City of Ketchum can be a part of this commemorative memorial," said Ketchum Mayor Neil Bradshaw. "The arborglyphs on the trees will allow many to learn about our roots." The sign will be located near the entrance to The Community Library's Regional History Museum. Mayor Bradshaw, along with several officials representing the Trailing of the Sheep Festival, will be on hand to unveil the new Legends & Lore sheepherder arborglyphs sign. The public is invited to attend. In addition to the City of Ketchum, other partners in this project include The Community Library, and the Idaho Commission on the Arts, who recommended the Festival's application for the grant.

Folklore is the stories, customs, traditions, and expressive arts and crafts that are passed on from one person to another, often from generation to generation. Folklore is the knowledge that people share as members of a group or community. Our shared identities and sense of belonging are the result of shared traditions, stories, customs, and activities.

Sheep have been trailing through the Wood River Valley of Idaho for well over a century, and for the past 25 years, sheepherding, history, culture, and food, have been the focus of the annual **Trailing of the Sheep Festival** held each fall in the Sun Valley area of Idaho and recognized as one of the "Top Ten Fall Festivals in the World" by *msn.com*.

The Trailing of the Sheep Festival incorporates a guided arborglyphs tour and hike north of Ketchum as part of its event schedule each year. The five-day Festival, which is celebrating its 25th anniversary

year October 6-10, 2021, includes nonstop activities in multiple venues - history, folk arts, a Sheep Folklife Fair, lamb culinary offerings, a Wool Festival with classes and workshops, music, dance, storytelling, championship Sheepdog Trials and, the always entertaining, Big Sheep Parade with 1,500 sheep hoofing it down Main Street in Ketchum.

For information, tickets, schedule of events and special lodging deals, visit www.trailingofthesheep.org.

The 2021 Trailing of the Sheep Festival's Big Sheep Parade is sponsored by the City of Ketchum.

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About the Trailing of the Sheep Festival

The Trailing of the Sheep Festival has garnered some well-deserved accolades over the years, including being recognized as one of the **Top Ten Fall Festivals in the World** by *msn.com travel*, **Top Ten US Fall Festivals** by *smartertravel.com*, **Top Animal Festivals in the World** and **Top Ten Fall Festivals** by *USA Today*, **Top 7 Fun Fall Festivals** by *AARP*, **One of the Greatest Cultural Events in the West** by *Northwest Travel*, and recipient of the Society of American Travel Writer's **Phoenix Award** for best in cultural tourism, and the **Idaho Governor's Award for Cultural Heritage**.

About the City of Ketchum

The City of Ketchum is located in the Wood River Valley in south central Idaho. Founded in 1880 during the mining boom, Ketchum is now regarded as one of the most popular destinations for winter and summer visitors due to its world-class skiing, mountain biking, fishing, hiking, restaurants, art galleries and shopping. In 2018, Ketchum was awarded designation by the International Dark-Sky Association as a Dark Sky Community and is included in the Nation's first International Dark Sky Reserve, one of only 13 in the world. The City of Ketchum hosts the famous annual Wagon Days Parade, held on Labor Day weekend, and numerous other year-round attractions. Ketchum is home to more than 10,000 full- and part-time residents. For more information about the City of Ketchum, visit www.ketchumidaho.org.

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IMAGES AVAILABLE FOR MEDIA USE HERE: <http://www.trailingofthesheep.org/the-sheep-1>