



July 11, 2024 – PRESS RELEASE

## **“SHEEP TAKE CENTER STAGE AT IDAHO’S ICONIC TRAILING OF THE SHEEP FESTIVAL”**

### **Unique Cultural Festival Celebrates the Sheep, the Stories, and the Land**

Sheep have been trailing through the Wood River Valley of Idaho for well over a century-and-a-half and are an integral part of Idaho’s western heritage. It is only fitting that they take center stage at the 28<sup>th</sup> annual celebration of the iconic **Trailing of the Sheep Festival**, October 2–6, 2024, which celebrates the sheep, herders, history, and food of this unique tradition, and is recognized as one of the “Top Ten Fall Festivals in the World” by *msn.com*.

Each fall, the Trailing of the Sheep Festival honors the 150+ year annual tradition of moving sheep (‘trailing’) from high mountain summer pastures down through the Valley to traditional winter grazing and lambing areas in the south. This annual migration is living history and the focus of a unique and authentic Festival that celebrates the people, arts, cultures, and traditions of Idaho’s sheep ranching families, highlighting the principal contributors – the Basques, Scottish and Peruvians.

The five-day Festival includes nonstop activities in multiple venues - history, folk arts, an authentic Sheep Folklife Fair, lamb culinary offerings, a Wool Fest with classes and workshops, music, storytelling, National Qualifying Sheepdog Trials and, the always entertaining, Big Sheep Parade with 1,500 sheep hoofing it down Main Street in Ketchum.

#### **2024 Festival Highlights include:**

- **Big Sheep Parade** with 1,500 sheep trailing down Main Street in Ketchum, Idaho.
- **National Qualifying Sheepdog Trials** featuring 80 of the county’s most talented border collies and their handlers competing for top awards.
- **Sheep Folklife Fair** featuring Basque, Scottish, Polish, and Peruvian dancers and musicians, sheep shearing demonstrations, 80+ sheep and wool product vendors, children’s activities and more.
- **Sheep Tales Gathering** will feature “*The Future of Conservation In A Crowded West*,” a conversation and panel focusing on the importance of both private and public lands, the critical role of agriculture in conservation and obstacles faced by those stewarding these landscapes.
- **Culinary Events** with For the Love of Lamb tastings, Lamb Fest at the Folklife Fair, Cooking with Lamb classes, and Farm to Table Lamb Dinners featuring Idaho lamb from local ranchers.
- **Wool Fest** featuring a variety of classes and workshops.
- **Sheep Reads Festival Book Club** showcasing author Ivan Doig’s book “*This House of Sky – Landscapes of a Western Mind*” and hosted by writer Diane Josephy Peavey.
- **Happy Trails Closing Party** in the Ketchum Town Square (before and after the Big Sheep Parade) featuring vendors, food, and live music by Cindy & Gary Braun in the morning and the Kim Stocking Band in the afternoon.

For the detailed schedule, tickets, and lodging deals, visit [www.trailingofthesheep.org](http://www.trailingofthesheep.org).

The 2024 Big Sheep Parade is sponsored by the City of Ketchum and the Wood River Women's Foundation, with many other supporters, volunteers and friends bringing the entire Festival to fruition.

###

### Accolades for 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**.

### Media Contacts:

Laura Musbach Drake, Director, Trailing of the Sheep Festival, 208.720.0585, [laura@trailingofthesheep.org](mailto:laura@trailingofthesheep.org)  
Carol Waller, Festival PR, CW Communications, 208.720.3965, [carol@cw-communications.com](mailto:carol@cw-communications.com)

IMAGES TO DOWNLOAD FOR MEDIA USE HERE: <https://trailingofthesheep.org/news-media/media/>

## AWARDS AND ACCOLADES

This unique cultural Festival is recognized as one of the best in the world. We are proud of the recognition received from many top media outlets and through numerous important awards.



TOP 10 FALL FESTIVALS IN THE WORLD



TOP 7 BEST FALL FESTIVALS IN THE US



10 AMAZING FALL FESTIVALS WORTH A ROAD TRIP



10 GREAT ANIMAL FESTIVALS IN WORLD



TEN BEST FALL FESTIVALS IN US



TOP 10 FALL FESTIVALS IN US



7 FUN FALL FESTIVALS ACROSS THE US



9 FALL FESTIVALS WORTH TRAVELING FOR



BUCKET LIST FALL EVENTS



TOP FOODIE FESTS IN THE WEST



TOP CULTURAL EVENTS IN THE WEST



TOP 10 FALL FESTIVALS



AMERICA'S WACKIEST FALL FESTIVALS



TOP OFFBEAT OCTOBER FESTIVALS



24 TOP FALL & HARVEST FESTIVALS IN THE U.S. - JUNE 2022



ONE OF TOP AMAZING FESTIVALS



SATW PHOENIX AWARD FOR OUTSTANDING CULTURAL TOURISM PRESERVATION



ID GOVERNOR'S AWARD FOR CULTURAL HERITAGE



CULTURAL HERITAGE PRESERVATION AWARD



TOP AWESOME AUTUMN FESTS IN US



BEST FESTIVAL 2016-2024