



FOR IMMEDIATE RELEASE: 06/02/2025

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Blair Set to Celebrate 2025 Gateway to the West Days with Family Fun and a Storybook Parade

BLAIR, NE — The City of Blair is rolling out the red carpet for families, neighbors, and visitors from near and far as it kicks off the beloved Gateway to the West Days celebration, running from June 5–8, 2025. This year's theme, "Adventures in Storybook Land," promises four days of magical, community-driven fun, food, and entertainment.

Weekend Highlights Include:

- **Thursday, June 5:**
 - **Kickoff at Lion's Park** with a Kids Character Contest (5:30 PM), live music from the Blair Area Community Band, and the popular Chef Amore food truck.
 - **Merriam's Midway Carnival** opens downtown at 6:00 PM.
- **Friday, June 6:**
 - Community appreciation events, free treats, Kiwanis BBQ (5–7 PM), and live music with *June Jam* featuring "High Heels" at Generations Park (6 PM).
- **Saturday, June 7:**
 - **Car Show** (8 AM – Noon) and **Craft & Vendor Fair** (8 AM – 2 PM).
 - **Parade at 1:00 PM** – A storybook-themed celebration through downtown Blair.
 - **Blair VFD & Rescue Corporate Water Fight Challenge** follows the parade.
 - Carnival open all day.
- **Sunday, June 8:**
 - **Pickleball Tournament, Frosty Mug Food Truck, and Masonic Pancake Breakfast** round out the weekend.

Parade Day Traffic & Parking Plan – Saturday, June 7

To ensure safety and a smooth experience during the **Saturday Parade (1:00 PM)**, the City has released an updated traffic and parking plan:

- **Parade Route:**

The parade will begin near the Blair Pool area and move north along 16th Street, turning west at Lincoln Street, north on 17th, and looping back to the courthouse area. (See purple line on the attached map.)





- **Street Closures:**
 - **Front Street will be closed from 12:00 PM to 3:00 PM.**
 - Detours will be in place. Visitors needing access to parking on Front Street should use **North 16th Street.**
- **Commercial Traffic Reroute:**

A **designated detour route (green line)** will divert commercial traffic around downtown via the bypass and southern corridors.
- **Important Reminder:**

A new **4-way stop at US Hwy 75 and Hollow Road Bypass** will help ease traffic flow during the event.

Residents and attendees are encouraged to arrive early, plan their routes in advance, and enjoy the festive spirit throughout the weekend. With community partners, local vendors, and fun for all ages, Gateway to the West Days remains a proud tradition celebrating the heart of Blair.

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