



For Immediate Release

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Cancellation of the 73rd Annual Gold Rush Days for 2021

Hello Wickenburg,

We want to reiterate that all festivities (parade, dance, carnival, and rodeo) associated with the Wickenburg Chamber-produced 73rd Annual Gold Rush Days event, scheduled to occur from Friday, February 12th through to Sunday, February 14th, 2021, have been **canceled**. Once again, although not an easy decision to make, it was made **unanimously** by the Chamber's Board of Directors. This decision was made to not only protect the integrity of Wickenburg's long-standing signature heritage event, but due to concerns over the health and well-being of staff, volunteers, attendees, contestants, and overall community; as well as to mitigate risks associated with liability, should the event become a 'super-spreader'.

Until January 7th, Chamber staff worked in collaboration with all partners, sponsors, and vendors to move ahead with the event and develop plans to ensure safety for all. The result of all these safety procedures would have produced an event that did not look or feel like our much loved and anticipated Gold Rush Days event.

It is reasonable to expect, as a minimum, the traditional Gold Rush Days crowd of 60,000+, given that publicity for the event commenced in Fall 2020 and the continuing trend of other major Arizona events being canceled. Given the dramatic increase of COVID-19 cases within the state of Arizona since 2021 began, a requirement to adhere to guidelines put in place by all levels of government has reduced the event's capacity by 50%.

In addition, to the event's diminished capacity, several local businesses are also reduced to 50%, risking a large percentage of spectators with limited options on a weekend meant to display and share our Town's Heritage proudly.

Chamber staff is now in discussions and looking towards increasing future Chamber produced heritage events that are scheduled to occur later in the 2021 event calendar.

The Chamber asks that residents look for our 'Love Local' campaign initiatives that start this first week in February and continue to support our local businesses and organizations.

We want to take this opportunity to express our heartfelt thanks to the Wickenburg community, our members and visitors for your support and look forward to making the 73rd Annual Gold Rush Days in 2022 the best yet.

Warm regards,
Wickenburg Chamber of Commerce
Board of Directors and Staff

www.wickenburgchamber.com

