

Healthy Changes in Store for Rondo Avenue Festival

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“Imagine a community where a riot of warm colors, feelings and sounds with sight would make one from the rural portions of the South feel at home, or a person from Harlem or State Street feel at ease. Then call it Rondo.” That’s how Roy Wilkens, who grew up in the Rondo community, and later rose to prominence as head of the NAACP described his beloved neighborhood in 1927. And while the name of the community has changed, the sites, sounds and temperament of it remain essentially the same. And that’s one reason why for 27 years – and counting – the Rondo Avenue Festival continues to celebrate its legacy.

Over the years, the Rondo Avenue Festival has attracted hundreds of thousands of visitors to its yearly venues. This year’s theme “The Rondo Healthy Lifestyles 365” aims to re-frame Rondo to support the mindset that has become prevalent, not only in the Obama administration, the current federal health care bill, but in each of our collective mindsets. As a result, festival participants can become part of the “Rondo Healthy Lifestyles 365” generation by participating in several new events – and also those events that are tried and true – during the weekend of July 15-17th.

The new “Rondo Healthy Lifestyles Events 365” premise will include the “Rondo Urban Bicycle Festival and National Cycling Summit” that will partner with the Major Taylor Bicycle Club to bring hundreds of riders to the Twin Cities from across the Midwest. The Summit takes place July 15-17. The Health and Wellness Tent located on the festival grounds on July 17th will provide attendees with hands-on information on the best health and wellness options, and information, available. The tried-and-true annual events like the “Rondo Days 5K Walk and Run” on July 17th, and “Rondo Days Golf Tournament” on July 15th will be returning after successful outings over the past years to give event attendees additional alternative options towards health and wellness.

The annual signature events that have always celebrated the Rondo legacy will be back. They include: The Annual Senior Dinner on July 15th; and the Grande Parade, the Festival itself, and the “On the Block - Drill and Dance Team Competition” – all on Saturday, July 17th. All events are open to the public – and will be bigger and better than ever.

For more information on how you, or your organization, can become a part of this historical event, visit our website www.rondodays.com , or call the Rondo Hotline at 651-459-1078. Applications for the parade, festival vendor, entertainment, drill and dance competition, and the 5K Walk and Run, are on the website. Deadlines are also noted on the website or on the Rondo Hotline.