

Riverfest Has Arrived

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Since the early 1980's. La Crosse has celebrated the 4th of July with a riverfront festival lasting nearly a week...

The 2011 Riverfest is underway now, filling Riverside Park with music, food, beer, and fun. The fest is 28 years old...actually older than La Crosse Mayor Matt Harter, by a couple of years. Harter spoke at the kickoff ceremony this morning. The mayor wore his honorary 'fleet admiral' uniform for the launch of Riverfest, fitting in with the Commodores and First Mates who have presided over the festival in those 28 years. The festival closes shortly after the fireworks on July 4th.