



# Press Release

Contact: Bec Hunter-Barnett

Phone: 317.407.1445

Email: [bec@bechunter.net](mailto:bec@bechunter.net)

## New at CarmelFest

### ExtremeZone and wristbands add thrills and convenience

By: Linda Fogle

**Carmel, Indiana April 24, 2018:** New to CarmelFest this year is the addition of an ExtremeZone area, aimed at the tween and teen population, as well as the replacement of ride tickets with wristbands. While the younger children have the KidsZone area to entertain them, there was an entertainment gap between this age and the adult area. ExtremeZone is being added to provide excitement for teens and tweens alike. The centerpiece of this area will be a Zip Line, located where the ice skating rink was this previous winter. In addition, it will include interactive events such as Human Foosball, Human Wrecking Ball, Black Ops, Defender Dome, Toxic Meltdown and many others!

In response to attendee feedback, CarmelFest is also switching from tickets to wristbands for the KidZone and ExtremeZone areas this year. Previously, many parents expressed how frustrating it was to stand in long lines, numerous times, to purchase the exact number of tickets they needed for the rides. The new wristbands solve this problem and will sell for \$25/day for the KidsZone and \$30/day for the ExtremeZone areas. The bands include unlimited use, with a \$5/wristband discount for purchasing the bands online before July 1 at <https://carmelfest.ticketleap.com>. In addition, there will be a Golden Wristband available for sale at \$100 which covers both days and enables the holder to pass to the head of any lines, except for the Zip line. For additional ease and convenience, there will be a dedicated "will call" line at the event in order to quickly distribute wristbands purchased online. Added thrills and fewer bills should add to enjoyment for all.

#### About CarmelFest

CarmelFest is celebrating its 30th year as one of Central Indiana's premier Independence Day festivals. Presented by the Rotary Club of Carmel, CarmelFest offers games and rides, delicious food, live entertainment, an outdoor marketplace featuring local artisan creations and a Fourth of July parade. The two-day celebration concludes with the city's biggest fireworks. Each year, more than 300 volunteers collaborate to bring this heartland tradition to life for its 55,000 visitors. More at [www.carmelfest.net](http://www.carmelfest.net)