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FOR IMMEDIATE RELEASE

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Frostival 2025, January 31-February 8: #ColdisCool

Fargo-Moorhead-West Fargo: Frostival is back in a new way, instead of the regular six-weeks of winter celebration, nine days are jam-packed in Fargo-Moorhead-West Fargo with crowd favorites people have come to expect as well as several fun additions.

The idea of Frostival developed from a growing need to combat the notion that our city is a frigid tundra in the winter months. Since 2016, the event has grown from a two-day festival to six-weeks and is coming back with nine days loaded with indoor and outdoor events throughout the community for the whole family to enjoy.

Event organizers and local businesses throughout the community are welcome to apply for funds each year from Visit Fargo-Moorhead to hold these winter-themed events. "Throughout the years, we have seen a change in the perception of winter because of Frostival. We hope that it continues with more events being added year after year" says Danni Melquist, Director of Marketing at Visit Fargo-Moorhead

Many events have come back each year from the beginning like Frozen Fortress events at Viking Ship Park with snow sculptures, ice skating, and cross-country skiing in Moorhead the first weekend in February. In Fargo, the cardboard sled races are always a hit as well as Youth Pond Hockey and Coffee & Cocoa Crawl. West Fargo continues to provide ongoing activities with the Silver Snowflake Search and Frostival Coloring Contest.

After a few years' hiatus, Frostival's official Kick-Off Party returns on January 31, from 7:00-10:00 pm at Lindenwood Park. The evening will feature cozy campfires, ice skating, music from Heart&Soul, and drinks from local breweries. This event is free to attend and open to all ages.

Some of the new Frostival events in 2025:

- Golden Puck Pond Classic at The Essentia Health Plaza at The Lights
- Junkyard Winter Dash 5K in West Fargo
- Fun in the Frost at Maplewood Park
- Adult Snowball Fight at Wild Terra
- Beer-Poking at Icewind Brewing
- Snowball Scramble at River's Bend Park
- Powder Putt at Lindenwood Park
- Polar Paddle Outdoor Battle at Elmwood Park
- Hygge Day at Brewhalla
- Snow Golf at River's Bend Park

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Additional activities and online registrations can be found at www.frostival.com. Follow us on socials for updates and general info, facebook.com/Frostival or instagram.com/frostival_fargomoorhead/

Visit Fargo-Moorhead works to position our distinctive community as a desirable destination and gateway to the region and nation resulting in a superior quality of life for its residents.

[Photos](#)

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