

For Immediate Release: Teton Valley ID

## Teton Valley Foundation Announces New Music on Main Program Director

Teton Valley Foundation enthusiastically announced today that long-time Teton Valley resident Tibby Plasse will step into the role of Music on Main Program Director. “Tibby brings a wealth of experience as an event planner, freelance writer and from her non-profit roles including executive director, marketing and development coordinator, and festival manager,” Amy Fradley, TVF executive director, said. “We are thrilled to have her passion for bringing community together, her knowledge of the intricacies of event planning and her connections with people from across our valley for the last 13 years.”

Tibby left her role as Executive Director for the Trailing of the Sheep Festival in Ketchum, Idaho when she was convinced by the owners to join Jackson Whole Grocer as the Marketing Director in 2010. The choice would catapult her into the Teton local event and food scene. Over the next decade, she would co-own and operate a local raw dairy farm as it reached national recognition. She would organize and work for events ranging from food and agriculture to film and music festivals. She has led marketing and communication campaigns for national and local products as well as for local, regional, and national nonprofit organizations. A writer at heart, Tibby’s byline shows up in a range of publications throughout the region but it’s always under the next music performance coming to town.

“I am unapologetically a live music lover who recognizes that each week Music on Main creates a community of families, musicians, sponsors, vendors, and neighbors who come together successfully in support of the live music series. This role requires finesse and an enthusiastic energy that inspires people to participate. I am excited and honored to join such an essential part of Teton Valley culture!” Plasse said.

On January 1, Kate Driscoll will turn over the Music on Main reins and begin working full-time as taproom and events director at Highpoint Cider, a business that brought her to Teton Valley from Maine in 2018.

“I am so grateful for the time, energy and enthusiasm that Kate brought to Teton Valley Foundation and Music on Main”, Fradley said. “While she is leaving us, she is committed to helping through the transition and plans on being a faithful volunteer at Music on Main this summer. We look forward to our continued partnership with Highpoint Cider, who recently agreed to host the 2<sup>nd</sup> Annual Music on Main Lineup Release Party in early May. Stay tuned for the release party announcement coming soon.”

Music on Main celebrates its 17th season this year and 2023 show dates are Thursdays from June 22 through August 10.

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Founded in 2005, the Teton Valley Foundation was formed to make the good life in Teton Valley even better! We set out to create recreational and cultural programs that complement our outdoor rural lifestyle, making our towns as vibrant as the mountains that surround them. Our hope was that by bringing people together for incredible events and activities—from old timers to newcomers, to tourists, to families, to young transplants—we could build a sense of community, have just a little more fun, and create a positive economic impact on the Teton Valley.