



FOR IMMEDIATE RELEASE

February 27, 2026

Contact:

The Dalles Area Chamber of Commerce

Phone: 541-296-2231

Email: info@thedalleschamber.com | Website: www.TheDallesChamber.com

Northwest Cherry Festival Unveils Reimagined 2026 Format Amid Downtown Construction

The GREAT Cherry Adventure | April 24–26, 2026

The Dalles, Oregon

www.NorthwestCherryFestival.com

The Northwest Cherry Festival will return April 24–26, 2026, with a refreshed and reimagined format designed to balance celebration, economic impact, and the realities of ongoing downtown construction.

Due to the City of The Dalles First Street Project, the traditional footprint of the festival required modification this year. After months of site visits, coordination, and discussion beginning in October, the Chamber and City worked together to evaluate space availability, access, power, water, vendor logistics, and public safety before finalizing a revised plan.

“We heard the concerns from businesses along 4th Street and took them seriously,” said Lisa Farquharson, President & CEO of The Dalles Area Chamber of Commerce. “The 2026 festival has been modified, downsized in certain areas, and relocated where necessary to reduce impact while still preserving the economic and community benefits this event brings. Our goal was to find a responsible balance.”

What’s Changing in 2026

- The carnival footprint has been revised and relocated to Lewis & Clark Festival Park (Union & W 1st Street).
- The carnival has been curtailed in size to fit the available footprint and will operate:
 - Friday: 4:00 PM – 10:00 PM
 - Saturday: 11:00 AM – 10:00 PM
 - Sunday: 11:00 AM – 6:00 PM
- Vendor Market activities will take place Saturday only (11:00 AM–8:00 PM), reducing multi-day street closures.
- Several festival elements have been redistributed throughout downtown to minimize concentrated impacts.

Saturday, April 25: A City-Wide Celebration

Saturday remains the heart of the festival, featuring:

- CGCC Cherry Fun Run (Columbia Gorge Community College Foundation)
- Royalty Coronation & Community Breakfast (Mid-Columbia Senior Center)

The Dalles Area Chamber of Commerce

- Cherry Festival Parade (10:00 AM)
- Open-Air Vendor Market (Federal Street 2nd-Alleyway & Tony's Lot)
- KODL Classic Car Show (Federal Street, 2nd-4th)
- Community Fair (4th & Washington-Federal)
- Children's Fair (Medical Arts Building Parking Lot)
- Cherry Festival Quilt Show (St. Peter's Landmark)
- Randy Haines Cherry Stomp Dance & Concert (Civic Auditorium)

A map of the closures will be shared soon.

Entertainment Across Downtown

Rather than centralizing all music, the Chamber is partnering with local pubs, restaurants, and venues to activate downtown all weekend. Businesses are invited to share their live music schedules so they can be promoted through the official festival webpage, NorthwestCherryFestival.com and the community calendar at TDCommunityCalendar.com.

A Collaborative Effort

City Manager Matthew Klebes stated: "The First Street Project is a major investment in the future of downtown The Dalles. While construction creates temporary challenges, we appreciate the Chamber's willingness to adapt the Cherry Festival footprint to maintain the event while reducing impacts on nearby businesses. The revised plan reflects collaboration and balance — preserving economic opportunity while responding to community concerns."

Further logistical details, maps, and participation opportunities will be released in the coming weeks.

Despite construction challenges, the Northwest Cherry Festival continues its long-standing tradition of honoring community, supporting small business, and celebrating the region's agricultural heritage.

"We believe this refreshed format keeps the spirit of the Cherry Festival alive during a transition year," Farquharson added. "It's resilient. It's collaborative. And it's still going to be fun."

For full event details and updates, visit: www.NorthwestCherryFestival.com

ABOUT THE DALLES AREA CHAMBER OF COMMERCE

Since 1883, The Dalles Area Chamber of Commerce has been dedicated to promoting business growth, community engagement, and advocacy across the Columbia Gorge region. The Chamber provides value to its members through advocacy and leadership, promoting a vigorous economic climate for business, community, tourism, and education.

The Dalles Area Chamber of Commerce

404 West 2nd Street | The Dalles, OR 97058

Phone: 541-296-2231 | Email: info@thedalleschamber.com | www.thedalleschamber.com

###