



FOR IMMEDIATE RELEASE
February 27, 2025

CONTACT:
Rebecca Engum, Executive Director
Great Falls Montana Tourism
Rebecca@VisitGreatFalls.org
406-750-1198

**FEISTY WOMEN WEEK 2025: CELEBRATING THE TENACITY AND DETERMINATION OF
WOMEN WHO HAVE SHAPED GREAT FALLS**

Great Falls, Montana — Great Falls Montana Tourism is proud to be a partner in presenting the inaugural **Feisty Women Week**, taking place **March 3-9, 2025**. This week-long celebration honors the tenacity, courage, and spirit of the women who've shaped Great Falls. In collaboration with local partners, Great Falls Montana Tourism has curated a dynamic week of events that bring to life the inspiring stories of this year's five featured feisty women. The week culminates in the premiere of the Feisty Women of Great Falls documentary, produced by Great Falls Montana Tourism, and the opening of the Feisty Women Exhibit at The History Museum during the Second Saturday event on March 8.

"We set out to create stories that emotionally connect visitors and viewers with Great Falls on a deeper level, giving them a meaningful reason to choose Great Falls as their next travel destination," said Rebecca Engum, Executive Director of Great Falls Montana Tourism.

Feisty Women Week honors five incredible women: Norma Ashby Smith, Nancy Cooper Russell, Alma Smith Jacobs, Mary Fields, and Annie Busby. Events throughout the week include roller derby, improv comedy, self-defense lessons, and a brand-new play. Attendees will also experience local businesses connected to these women, such as Annie's Tap House, inspired by Annie Busby, and Cassiopeia Books, where Norma Ashby Smith's book is available year-round.

EVENTS:

- **March 4** – *Let's Do Roller Derby* by Electric City Roller Derby crew at Wheels of Thunder
- **March 5** – *Let's Get Weird! Improv Comedy Lessons* at Paris Gibson Square Museum of Art

- **March 6** – *Meet & Greet with Norma Ashby Smith at Cassiopeia Books, Trivia at Magpie, And Yet They Persisted Presentation by Mary Jane Bradbury at the Great Falls Public Library, Fire Within Awards by the Great Falls Development Alliance at The Newberry*
- **March 7** – *Self Defense at the Great Falls Public Library, Till Death Dark Comedy Play at Annie's Tap House*
- **March 8** – *Brunch in the Building Nancy Built (VIP Only), Feisty Women 1.0 Documentary Premiere and Exhibit Opening at The History Museum*
- **March 9** – *Feisty Finale Ladies' Brunch at The Wild Hare*

For the full schedule and details on this year's feisty women, visit <https://visitgreatfallsmontana.org/feisty-women/>. VIP Passes, which provide exclusive access to certain events and a commemorative T-shirt, are available for purchase online. While a few events are VIP-only, everyone is invited and encouraged to attend any of the other activities or join in on the full week of celebrations.

The Feisty Women of Great Falls documentary will be available on the Visit Great Falls Montana YouTube channel after the premiere on March 8.

ABOUT GREAT FALLS MONTANA TOURISM

Great Falls Montana Tourism is the official Destination Marketing Organization (DMO) for Great Falls, Montana. Our objective is to encourage visitors to experience Great Falls as Montana's Basecamp for Art and Adventure, staying overnight to explore all the community has to offer. From outdoor adventures to local events and unique attractions, we highlight the best of our community, making it easy for visitors to enjoy an extended stay.

###