

Babe's Bar-B-Que and Brewery to close at the end of the month **The River at Rancho Mirage continues to embrace our growing entertainment destination**

Rancho Mirage, CA – August 13th, 2024 – Babe's BBQ and Brewery will be closing its doors on August 31st, 2024. The River at Rancho Mirage extends its heartfelt thanks to Babe's BBQ and Brewery for their decades of service to the community.

The River has been undergoing significant growth and transformation over the past two years, shifting from a traditional shopping center to a vibrant entertainment destination that offers a unique blend of recreation, dining experiences, along with retail. The recent additions of renowned businesses such as Dave & Buster's, REI, Slingshot 360, and Cowboy Cantina reflect this evolution, which continues positioning The River as a premier destination in the Coachella Valley.

"We are thrilled to be a part of the continuously growing desert community and to offer one-of-a-kind experiences that extend beyond traditional shopping." said Brendan Liang, President of The River. "As the market rapidly changes, we are excited to see how The River can serve as a hub for both residents and visitors, not only through our diverse array of businesses but also through our events. We are eager to embark on this exciting journey of transforming The River into an unparalleled destination like no other. With an array of expansive live events, innovative new businesses, and our unwavering dedication to fostering strong community ties, we are committed to crafting an extraordinary experience that sets a new standard in the Coachella Valley."

As The River continues to evolve, it remains steadfast in its commitment to crafting a dynamic and engaging environment that captures the spirit and vibrancy of Rancho Mirage, similar to destinations like Disney Cotino and Acrisure Arena. The future holds even more thrilling developments and opportunities for both our tenants and patrons, promising a truly remarkable experience that will elevate The River to new heights.

About The River at Rancho Mirage

The River at Rancho Mirage is a premier entertainment destination in the Coachella Valley, offering a mix of dining, entertainment, curated retail, and community events. With a focus on creating memorable experiences, The River is dedicated to serving the community and visitors with its diverse array of local businesses and exciting activities.

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