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NEWS RELEASE

FOR IMMEDIATE RELEASE

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Lakeshore Art Festival Adding Unique and Artful Activities

MUSKEGON, MI – The Lakeshore Art Festival is back with more activities than ever before. This year’s festival, held on Friday, July 7 and Saturday, July 8, will feature nearly 300 juried exhibitors, and several new and unique artful experiences.

Local artists have partnered with the festival to bring live art installations to the public. Installations include a live dynamic kayak painting by Sarah Landstrom which will be auctioned off during the festival, and a 4’ x 11’ larger-than-life chalk replica drawing of Edward Curtis’s Thunderbirds & Whales photo created by concrete canvas artist, TerriLynn Lake.

The public can join in on the action with two new interactive art activities: Chalk the Walk and Color Muskegon. Lakeshore Art Festival is partnering with First Fridays to bring Chalk the Walk where the community is invited to Western Avenue from 6-8pm on Friday, July 7th to color between the lines of nearly 300 sections of walkway. In addition, local artist, Forrest Hanson has created multiple sketches of iconic Muskegon County landmarks and the community is encouraged to make their mark on Muskegon by painting on the boards.

“We are very excited about the growth of the Lakeshore Art Festival and we hope the community will celebrate by joining in on the interactive art activities and supporting our artists by purchasing a unique craft item or one-of-a-kind fine art piece!”, says Director of Lakeshore Art Festival, Carla Flanders.

Lakeshore Art Festival has continued to expand its exhibitor base, while enhancing the quality and diversity of event offerings. A new offering this year is the Wine and Craft Beer Garden, featuring local brews and spirits throughout Hackley Park. Lastly, there will be an exhibition of artwork from Muskegon County students, grades K-12 available for purchase. All the proceeds will go to the student artists. To learn more about the Lakeshore Art Festival, visit www.lakeshoreartfestival.com. To download the 2017 Lakeshore Art Festival brochure, visit <http://lakeshoreartfestival.org/2017-LAF-Brochure.pdf>.

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ABOUT THE CHAMBER

The Muskegon Lakeshore Chamber of Commerce is the premier business membership organization on the lakeshore representing approximately 1,200 businesses and organizations. The Muskegon Chamber represents businesses of every size and type all over West Michigan. The Chamber is celebrating more than 120 years in operation working to sustain an environment for business success through community leadership, promotion, inclusive business advocacy and valued member services. The Muskegon Chamber is a four-time award winning Chamber, being named Chamber of the Year for the State of Michigan in 2006, 2010, 2012 and 2015 by the Michigan Association of Chamber Professionals.