



**For Immediate Release: August 26, 2015**

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**MUSKEGON'S LAKESHORE ART FESTIVAL RECEIVES TOP RANKING!**

Out of thousands of arts and crafts events across the country, the Muskegon Lakeshore Art Festival ranked #83 according to *Sunshine Artist Magazine 200 Best!* The publication ranks the nation's most-profitable art & craft festivals based on subscribers' sales performance for 2014.

"I was beyond thrilled when I heard the news that we had made the list," commented Lakeshore Art Festival Director, Carla Flanders. The art festival was reorganized in 2013 when it was taken over by the Muskegon Lakeshore Chamber of Commerce who then hired Flanders.

"Carla put together a great team of arts, crafts and festival experts who launched a successful venture located in Downtown Muskegon," says Cindy Larsen, President of the Muskegon Lakeshore Chamber of Commerce. The festival attracts over 250 exhibitors and 50,000 visitors to the area annually.

The *200 Best* rankings are obtained via ballots from Sunshine Artist subscribers. Subscribers are asked to list their 10 most-profitable art and/or craft show appearances from the previous year, indicate their income range at each and note whether they consider themselves to be fine artists or craftspeople. The results are tabulated using a weighted scale designed to ensure that smaller fairs can compete against larger festivals for high placement.

Lakeshore Art Festival organizers altered the layout in 2013 to showcase beautiful Downtown Muskegon. The festival has three components, Fine Art in Hackley Park, Handmade Crafts on Western Avenue and an area that houses children's activities called the "Children's Lane." The event also offer opportunities for hands-on art participation and live art performances.

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In 2016, the Muskegon Lakeshore Art Festival will be held July 1<sup>st</sup> and 2<sup>nd</sup>. “Each year we add something fresh and new to keep visitors coming back,” says Flanders. Next year’s additions will be announced after the first of the year.

Major sponsors for the Lakeshore Art Festival include; DTE Energy Foundation, The Muskegon Museum of Art, Alcoa, ADAC, Betten, Meijer, Mlive/Muskegon Chronicle, Nichols and Staples.

Artist and exhibitor registration for the 2016 Lakeshore Art Festival will begin in late November. Visit [www.lakeshoreartfestival.org](http://www.lakeshoreartfestival.org) for more details.

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### **About the Chamber**

The Muskegon Lakeshore Chamber of Commerce is the premier business membership organization on the lakeshore representing approximately 1,150 businesses and organizations. The Muskegon Chamber represents businesses of every size and type all over West Michigan. The Chamber is celebrating 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 three-time award winning Chamber, being named Chamber of the Year for the State of Michigan in 2006, 2010, and 2012 by the Michigan Association of Chamber Professionals.

### **About Sunshine Artist Magazine**

*Sunshine Artist Magazine* is the art & craft show industry’s leading publication for exhibitors, promoters and patrons. Since 1972, *Sunshine Artist* has provided comprehensive reviews of everything from fine-art fairs to small craft shows around the country, focusing on sales, artist treatment, overall quality and all other aspects of the featured events. Each monthly issue also includes hundreds of art & craft show listings, including contacts, booth fees, application deadlines and more, as well as timely, informative features designed to help our readers maximize their art & craft show experiences. *Sunshine Artist’s 200 Best*, spotlighting subscribers’ most-profitable shows in the preceding year, is published annually in September.

### **Mission of the Lakeshore Art Festival**

To create a vibrant, sustainable art and craft event showcasing the Muskegon lakeshore. Featuring a juried fine art show, craft fair, artisan food market, children’s area, interactive art and performing arts/entertainment. Attracting visitors, artists and crafts people from across the country and enhancing the economic impact of the area while fostering art and cultural awareness.