



## For Immediate Release

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## Muskegon Lakeshore 4<sup>th</sup> of July Celebration Explodes

Downtown Muskegon will be explode this 4<sup>th</sup> of July as thousands of visitors flock to the popular Lakeshore Art Festival and RockStock Music Festival takes over Heritage Landing with music, food, beverage tent and 4<sup>th</sup> of July Fireworks.

### **LAKESHORE ART FESTIVAL CONTINES TO GROW**

The Lakeshore Art Festival received a record number of exhibitor applications for its third year. Event coordinators state that the festival will have more than 260 fine art and craft booths, nearly 20 food vendors, multiple street performers and several interactive art stations.

We're thrilled to have so many great artists returning to this year's festival as well as a variety of new exhibitors," says Lakeshore Art Festival Director, Carla Flanders. "The caliber of artists within the fine art section has been enhanced along with an increase of innovation and creativity at the Children's Lane. The Lakeshore Art Festival is a great destination event for all to enjoy, proving that Downtown Muskegon is where you want to be 4th of July weekend!"

The Children's Lane, themed "Step into Art", will be completely interactive with a colorful scavenger hunt leading children through hands-on booths including drawing, story creation, sculpture making and free-form chalk expression.

Many favorites will also return to The Children's Lane including the popular performance stage, Barnyard Express mobile educational farm center, Home Depot Builder's Workshop, Arts & Carafes canvas painting and inflatables.

This year's Children's Lane is being coordinated by Fit4Mom Muskegon in partnership with the Muskegon YMCA and supported by Alcoa.

Throughout the rest of the art festival footprint, live and interactive art will abound with a professional chalk artist demonstrating her artistic gifts, street performers including musicians, magicians, yo-yo masters and more. Wine and Canvas painting classes and the Muskegon Center for the Arts community canvas project for all to participate in their own creative expression.

While the Lakeshore Art Festival fills the streets of Downtown Muskegon on July 3 and 4 from 10am-6pm, RockStock Music Festival will take the stage at Heritage Landing in the evening with local and regional music favorites, food vendors, a beverage tent, picnic area and 4<sup>th</sup> of July fireworks.

### **TICKETS ON SALE FOR MUSKEGON ROCKSTOCK**

Tickets are now on sale for Muskegon RockStock Music Festival taking over Heritage Landing on July 3 and 4 with gates opening at 5pm. Friday musical guests include the popular *Crane Wives* with special guest *Bennett* and *Room Full of Elephants*. Back by popular demand, Saturday night will feature *Mega 80's* along with *Let There Be Rock* and *The After Effect*. The celebration will end with a Fourth of July fireworks display.

Tickets are just \$5 per person, per night or \$8 for a weekend pass. Veterans, active military, and kids 12 and under are all free. RockStock tickets are available at [www.startickets.com](http://www.startickets.com) or at the Frauenthal Box Office. Discounted ticket packages are available for Muskegon Lakeshore Chamber of Commerce members. Chamber members can contact the Chamber at 231-722-3751 for discounted ticketing information.

The Muskegon Lakeshore Fourth of July Celebration is being coordinated by the Muskegon Lakeshore Chamber of Commerce. The Lakeshore Art Festival and Muskegon RockStock could not happen without the support of local organizations including; DTE Energy, Tyler Sales, Nichols, Hines Corporation, Staples, The Muskegon YMCA, Fit4Mom Muskegon, Port City Group, ADAC Automotive, Alcoa, Northern Machine Tool, Meijer, Raymond James, Consumers Energy, Mlive/The Muskegon Chronicle, Betten Auto Group, the Muskegon Museum of Art, The Community Foundation for Muskegon County and others.

Opportunities for sponsorship and volunteering are still available. More details on the events and how to get involved can be found at [www.lakeshoreartfestival.org](http://www.lakeshoreartfestival.org) and [www.muskegonrockstock.com](http://www.muskegonrockstock.com). Also, be sure to follow both events on Facebook for daily updates as the Muskegon Lakeshore's 4<sup>th</sup> of July Celebration nears.

### **ABOUT THE MUSKEGON LAKESHORE CHAMBER OF COMMERCE**

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 over 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.

### **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.

**ABOUT MUSKEGON ROCKSTOCK MUSIC FESTIVAL**

Muskegon RockStock started in 2008 as a way to showcase the local music scene and those that rock the Muskegon nightlife. It has become an annual event featuring not just local bands, but popular regional bands as well.