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NEWS RELEASE
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Lakeshore Art Festival Kicks-off Fourth of July

The streets of Downtown Muskegon will be filled this Fourth of July weekend with all the festivities of the Lakeshore Art Festival. Happening Friday, July 4 and Saturday, July 5 from 10am to 6pm, the Lakeshore Art Festival will feature a unique blend of arts, crafts, music, food, and fun. This year's event will showcase more than 250 Fine Art, Craft, and Artisan Food Market exhibitors along with a wealth of other entertainment. Full festival details are below:

Fine Art/Fine Craft Market (located in Hackley Park)

110 fine art and craft vendors will fill beautiful Hackley Park with everything from paintings, sculptures, photography, ceramics, glass work, textiles, fine jewelry and much more. This show is being juried by Grand Valley State University Educator, Curator and Artist Brett Colley. Cash along with uniquely designed custom-made awards created by local Muskegon business, Aenias Design Studio, will be presented on Friday.

Craft and Artisan Food Market (located along Western Avenue between Second and Fourth Street and along Fourth Street)

140 exhibitors will fill the downtown streets with artisan food products and a wide variety of crafts. Mlive will be hosting a People's Choice Awards for the Craft Market and festival visitors are encouraged to vote for their favorite exhibitor.

Food Vendors (located on Third Street between Clay and Western)

Festival food favorites can be found at the Lakeshore Art Festival with 18 different vendors to choose from. Enjoy roasted almonds, sirloin beef tips, fresh squeezed lemonade, Palazzolo's gelato, Fatty Lumpkins sandwiches and more!

Children's Lane (located on Western Avenue between First and Jefferson Street)

Kids and families will find great fun at the Children's Lane hosted by the Muskegon Family YMCA. The Children's Lane will feature booths and activities for children to be entertained, educated, and to be creative. This area is also home to the Home Depot Stage which is filled with activities and performances both Friday and Saturday. Arts & Carafes Studio will be on-site teaching children the art of painting allowing finished canvases to be taken home and showcased.

Street Performers (located throughout the festival)

A wide variety of street performers can be seen at the Lakeshore Art Festival including everything from jugglers, musicians, yo-yoers, hula hoopers, and many more! Plus, Friday only, the L.C. Walker Arena will host locally known Chalk Artist, Tess Tobolic.

The Art Carve (located at the Muskegon Farmers Market – 242 W. Western Ave)

Art Carve is a collegiate food art competition showcasing the art of fruit and vegetable carving techniques. This event will take place at the Farmer's Market on Friday, July 4th with contestants carving from 10am-12pm and the art on display from 12pm-6pm. This program is made possible through the partnership between Lakeshore Art Festival, the Culinary Institute of Michigan (CIM), the Farmer's Market, and the City of Muskegon.

Community Canvas (located around the Together Rising Sculpture at Western and Third)

Visitors to the Lakeshore Art Festival are invited to express their creative side with the Community Canvas Project. This unique event will be an interactive painting project consisting of multiple large-scale canvases in which anyone can paint on for free! Hosted by the Muskegon Center for the Arts, the canvases will be available for painting during festival hours and at the end of both Friday and Saturday, the canvases will be cut into various sizes and stretched over wooden frames. The canvases will be for sale and a portion of the proceeds will benefit a local non-profit organization.

Paint a canvas and take it home with you! (located at the corner of Western and Third St.)

A professional artists from Wine and Canvas and Arts & Carafes will teach adults and children how to paint their very own 8x10 size canvas and take it home. For only \$5, visitors can create their own masterpiece.

Keeping it Green (located throughout the festival)

The Lakeshore Art Festival is partnering with the DTE Energy Foundation to provide compostable and recyclable bins for its food vendors, as well as multiple plastic/cardboard recycling locations for its exhibitors and guests to utilize. Additionally, DTE will provide food vendors with biodegradable cups. The Lakeshore Art Festival has requested that all vendors/exhibitors avoid using Styrofoam.

Dating back to 1961, Hackley Park has been the center for a large scale art and craft show known as Muskegon Art in the Park. In 2013, the Muskegon Lakeshore Chamber of Commerce took the local Art in the Park event to the next level with the creation of the Lakeshore Art Festival! For more information on the Lakeshore Art Festival, visit the website: www.lakeshoreartfestival.org and on Facebook: www.facebook.com/LakeshoreArtFestival. For general information, please email artfest@muskegon.org.

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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.

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.