

PRESS RELEASE

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NEWS RELEASE
FOR IMMEDIATE RELEASE
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Lakeshore Art Festival Reveals New Event "The Art Carve, A Collegiate Food Art Competition"

The Lakeshore Art Festival is thrilled to announce "The Art Carve, A Collegiate Food Art Competition." This event will showcase the art of traditional and new fruit and vegetable carving techniques. This program is being made possible through a partnership between Lakeshore Art Festival, the Culinary Institute of Michigan (CIM), the Farmer's Market, and the City of Muskegon. The Art Carve will be open to Culinary Institute of Michigan students, professors, and alumni. All contestants are required to produce a sculpture that is made entirely of fruits and/or vegetables.

"We are so pleased to bring the element of food art to the Lakeshore Art Festival," commented Carla Flanders, Lakeshore Art Festival Director. "Our goal is to bring in as many aspects of art as we can so that the community and our guests can have a full art experience. This event is also a perfect fit for the great partnership we have created between the Lakeshore Art Festival, the CIM and the City of Muskegon."

"The Art Festival has become one of the premier summer events in downtown Muskegon in a very short time. The students and staff of the CIM are looking forward to adding their own brand of fun to this gathering," commented Lee Coggin, President, Baker College of Muskegon.

The Art Carve will be located at the new downtown Muskegon Farmer's Market (425 W. Western Ave) and will take place Friday, July 4th from 10:00 a.m. - 6:00 p.m. Contestants will carve from 10:00 a.m. - 12:00 p.m., and from 12:00 p.m. - 1:00 p.m. a panel of judges will critique their work. The finished products will be on display for guests to view until 6:00 p.m. The community is invited to join in the celebration by watching the contestants as they work and viewing the finished products on display.

"The City is excited that the Farmer's Market site will be used for many other activities when not in use as the Farmers' Market on Tuesdays, Thursdays and Saturdays. The Art Carve is one example of the exciting programming that will be brought to downtown Muskegon with the new

Market site," stated Cathy Brubaker-Clarke, City of Muskegon Community & Economic Development Director.

Prizes will be awarded on the day of the event and include: First Place "Best in Show," Second Place, Third Place, and seven Honorable Mentions. Judging will be based on a matrix that will consist of: General Presentation, Artistic/Creative Ability of Contestant, Balance, Precision of Cutting and Trimming, Use of Varied Techniques, and Complexity of Design.

For more information on the Lakeshore Art Festival, visit the website:www.lakeshoreartfestival.org and Facebook page:www.facebook.com/LakeshoreArtFestival. For general information, please call Lakeshore Art Festival at 231-724-3176 or email artfest@muskegon.org. Lakeshore Art Festival will take place in downtown Muskegon on July 4 and 5 from 10 am-6 pm.

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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.