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NEWS RELEASE
FOR IMMEDIATE RELEASE
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Lakeshore Art Festival Announces Unique Art Event: The Community Canvas Project

The Lakeshore Art Festival, in conjunction with the Muskegon Center for the Arts, is pleased to announce the first ever Community Canvas project. This unique event will be an interactive community painting project in which anyone can participate for free. Multiple large-scale canvases will be positioned around the sculpture located at the intersection of 3rd Street and Western Avenue on July 4 and 5 from 10 am - 6 pm. All Lakeshore Art Festival guests are encouraged to join in the creative celebration and make their mark at this year's festival.

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.

"The Community Canvas project assists both the Lakeshore Art Festival and the Muskegon Center for the Arts in achieving our goal by engaging the community to be creative while giving back and supporting local nonprofits," commented Carla Flanders, Lakeshore Art Festival Director.

The Muskegon Center for the Arts (the MCA) is an organization whose mission is to provide West Michigan, Muskegon in particular, with a cultural refuge. MCA provides artists a place to create, display, perform, and explore their art form. A place where community is the key to inspiration and success, where synergy is born, and where artist have more exposure.

"We are looking forward to this opportunity to engage and interact with our community in such an expressive way. Members of the MCA will be on site to assist and encourage everyone to

explore the creativeness in themselves," stated Ruth Bolles, Judicial Board Member from the Muskegon Center for the Arts.

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 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.