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NEWS RELEASE
FOR IMMEDIATE RELEASE
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Lakeshore Art Festival Announces Increase in Exhibitor Participation and Openings for Volunteer and Street Performer Applications

The Lakeshore Art Festival is pleased to announce preliminary numbers for the second annual premier art celebration. The total number of fine art/fine craft, general craft and artisan food exhibitors that applied for the 2014 Lakeshore Art Festival is 283. The Fine Art/ Fine Craft section, to be held in Hackley Park, has accepted 113 exhibitors. In the Craft/Artisan Food Market, running down 4th St. from Clay Ave. and down Western Ave. to 1st St., has accepted 135 exhibitors. There are 11 festival food vendors scheduled with a total of 18 units which will be located on 3rd St. between Clay Ave. and Western Ave., as well as a few near Western Ave. and 1st St.

"We are so thrilled with the increase of applicants this year," commented Carla Flanders, Lakeshore Art Festival Director. "Application submission was up 30% from last year with a total anticipated number of units to reach over 350. Additionally, we continue to work with downtown retailers to enhance their experience and make this event a win-win for everyone."

Volunteer and Entertainment Openings Available

Registration is currently underway for festival volunteers and street performers. Organizations or individuals looking for ways to get involved in the Lakeshore Art Festival can apply online at www.lakeshoreartfestival.org. Volunteer opportunities include hospitality, logistics, merchandise, runner, pre-event work, and Children's Lane. Entertainment categories for Street Performer include: acrobats, actors, balloon makers, clowns, comedians, dancers, jugglers, magicians, musicians, and more.

For more information on the Lakeshore Art Festival, visit the website: www.lakeshoreartfestival.org or Facebook page www.facebook.com/LakeshoreArtFestival. For exhibitor or sponsorship inquiries, please contact Carla Flanders at artfest@muskegon.org or 231-724-3176. Lakeshore Art Festival will take place in downtown Muskegon on July 4 and 5 from 10 a.m.- 6 p.m.

Lakeshore Art Festival high-resolution images for media print/web are available for use by clicking [here](#).

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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.