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**NEWS RELEASE**

FOR IMMEDIATE RELEASE

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**Setting the stage for record numbers**

**Muskegon, MI** – The award-winning Lakeshore Art Festival, taking place on Friday, July 6 and Saturday, July 7, has expanded its footprint making this year's festival the biggest yet. The festival will now add Clay Ave between Second St. and Third St. and Second St. between Clay Ave. and Western Ave. See map attached. Festival organizers are also anticipating a record number of attendees.

In addition, the Lakeshore Art Festival will feature a record number of nearly 400 fine art and craft exhibitors and several new and unique artful experiences:

**Kayak Sculpture Public Art Project:** As home to the world's largest kayak manufacturer, Muskegon will feature a unique downtown art experience incorporating real kayaks. Hemisphere Design Works, formerly known as KL Outdoor, has provided nine kayaks for "invited" Michigan artists to create sculptures. They will be unveiled on July 5 and on display throughout the summer in Downtown Muskegon. This art project is making headlines across the county! Below are the artists and the name of their artwork. Also attached is a map with the kayak sculpture locations.

- Jamey Barnard - "Barnard Wild Animal Kayak"
- Sarah DeYoung – "Michigan Waters"
- Sarah Jane Fellin - "Sun, Wind and Waves"
- Robin Latsch - "Water Zen"
- Audrey Link - "Life on the Lakeshore"
- Bre McCarthy - "Splat"
- Jimmy Tomczak - "Night is Day"
- Katelyn Wollet - "Yak Yak"
- Amy Wilkinson - "The Bear Necessities"

**Emerging Authors Tent:** This year, a new exhibitor section will welcome 19 Michigan authors as part of the festival. These authors will showcase their original books on a variety of topics and most will be on hand for one-on-one conversation.

**The Door Project:** "Opening Doors to Possibilities" is this year's community art project. Upcycled doors will be turned into works of art. The public can join in on this project during an interactive door painting on-site throughout the festival. The Door Project also includes 15 local schools that have decorated/painted refurbished doors which will be on display and for sale during the festival. All proceeds go towards funding local art organizations. This project is made possible by Shape Corporation, a grant from the Community Foundation for Muskegon County and partnership with the Muskegon Area Intermediate School District, Nuveen Art Center and Habitat for Humanity/ReStore.

“It has been our dream to grow this festival in a way that exposes artists to our community and our community to world-class fine art and amazing hand crafted goods,” says Lakeshore Art Festival Director, Carla Flanders. “One of our goals for the festival was to make a positive impact economically and socially during the two-day event and beyond. With our community art projects, funds raised during the show benefiting local art organizations and the new kayak public art sculptures, we are beyond ecstatic in seeing this dream come true!”

In addition to the new activities and the fine art and craft exhibitors, Lakeshore Art Festival favorites will return with a Wine and Craft Beer Garden in Hackley Park, Student Art Showcase, Chalk the Walk Event, street performers, and a Children’s Lane.

For more information, times and locations visit [lakeshoreartfestival.org](http://lakeshoreartfestival.org).

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