



# NEWS RELEASE

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## NEWS RELEASE

FOR IMMEDIATE RELEASE

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### Lakeshore Art Festival Moves Up in National Ranking!

**Muskegon, MI** – Sunshine Artist Magazine ranked Lakeshore Art Festival 11<sup>th</sup> out of 200 other craft shows throughout the nation. The magazine, known for high-quality content in the fine art and craft industry, ranks the nation's most-profitable fine art and craft festivals based on the sales performance of its' exhibitors each year. Lakeshore Art Festival has continued to move up in ranking each year starting at #83 in 2015, #27 in 2016 and, now at #11 for 2017.

"Our goal when reinventing the art festival was to focus on quality exhibitors that appealed to local and regional guests," commented Lakeshore Art Festival Director, Carla Flanders. "Based on survey results and national recognition, we are doing just that! Being one of Sunshine Artist Magazine's 200 Best signifies that the artists are happy with the event and that guests are buying their unique handmade products. It's the best of both worlds!"

Sunshine Artist Magazine also referenced Lakeshore Art Festival's sustainable "green" practices in partnership with the DTE Energy Foundation.

In addition to winning national awards, Lakeshore Art Festival received media from all over the nation this year, ranging as far as Washington and Oregon. The coverage recognized the festival for its one-of-a-kind kayak sculpture art made possible by Sun Dolphin.

This year also marked a record number of exhibitor applicants resulting in the extension of the festival footprint. In addition to the Kayak Sculpture Project, other new successes this year included The Door Project and the Emerging Authors Tent.

Major sponsors for the Lakeshore Art Festival include: DTE Energy Foundation, Sun Dolphin, Betten Baker, Nichols, Arconic, Eagle Alloy, ADAC Automotive, Northern Machine Tool, Staples, Chemical Bank, and Meijer.

Artist and exhibitor registration for the 2019 Lakeshore Art Festival will begin in October. Visit [www.lakeshoreartfestival.org](http://www.lakeshoreartfestival.org) for more details.

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#### About Sunshine Artist Magazine

Sunshine Artist Magazine is the art & craft show industry's leading publication for exhibitors, promoters and patrons. Since 1972, Sunshine Artist has provided comprehensive reviews of everything from fine-art fairs to small craft shows around the country, focusing on sales, artist treatment, overall quality and all other aspects of the featured events. Each monthly issue also includes hundreds of art & craft show listings, including contacts, booth fees, application deadlines and more, as well as timely, informative features designed to help our readers maximize their art & craft show experiences. Sunshine Artist's 200 Best, spotlighting subscribers' most-profitable shows in the preceding year, is published annually in September.