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NEWS RELEASE
FOR IMMEDIATE RELEASE
October 25, 2018

Call for Artists at Award-Winning Festival

MUSKEGON, MI – The award-winning Lakeshore Art Festival is now accepting fine art and craft applications for the 2019 festival taking place Friday, July 5 and Saturday, July 6, 2019. Last year, a record number of artists applied which resulted in expanding the festival footprint.

Lakeshore Art Festival has a “blind jury process.” Every year, a group of industry professionals, artists and crafters review each entry, not knowing who the applicant is (i.e. blind jury). Jurors rely solely on the images and body of work provided by the applicants and score each applicant based on standards of quality, uniqueness and handcrafted appeal. Applications are run through the online Zapplications program and can be accessed via lakeshoreartfestival.org.

Lakeshore Art Festival continues to move up in national ranking each year starting at #83 in 2015 to #27 in 2016 and now at #11 for 2017 by the Sunshine Artist Magazine which is known for high-quality content for the fine art and craft industry.

The festival is also in the running for the 2019 America’s Best Art Fair. You can help by voting for the Lakeshore Art Festival here: <https://www.surveymonkey.com/r/18BAFsurvey>. Be sure to type in “Lakeshore Art Festival, Muskegon MI” where applicable. Lakeshore Art Festival was voted “Favorite Small Town Art Fair” in 2016 and 2017.

“It has been our goal to continually enhance the quality of exhibitors that attend the show. The recognition received by artists, national publications and guest signifies that we are reaching our goals!” commented Carla Flanders, Lakeshore Art Festival Director. “In addition to putting on a quality event for exhibitors and guests, we are pleased to announce that the festival gives back to the community and has donated over \$30,000 to six local non-profits this year alone!”

Fine Artists and crafters that would like more information or want to register for the 2019 Lakeshore Art Festival can visit lakeshoreartfestival.org.

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About Lakeshore Art Festival

The Lakeshore Art Festival is always the first Friday and Saturday in July. The Lakeshore Art Festival features a unique blend of 300+ fine art and craft exhibitors, street performers, specialty food booths, interactive art stations, children’s activities and so much more in beautiful Downtown Muskegon, Michigan. Local businesses interested in supporting this locally and nationally recognized festival through sponsorship can contact Carla Flanders at artfest@muskegon.org. For more information visit lakeshoreartfestival.org.