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NEWS RELEASE
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Environmental Awards, National Accolades and a Call for Artists!

MUSKEGON, MI – The Lakeshore Art Festival takes art and environmental stewardship to the next level each and every year.

The newly released *2018 Sustainability Report* outlines the ways the festival continues to make progress towards a zero waste event. Over the last five years, the festival has diverted 7,510 pounds of material from landfills, achieving a diversion rate of 21.5% - the best of any festival in Muskegon County! Many factors play into this accomplishment, including compostable serving-ware requirements, multi-purpose recycling containers scattered throughout the festival, and the use of free refillable water stations. To review the complete report, visit bit.ly/LAFSustainability.

The festival continues to increase the number of exhibitors and move up in national rankings each year. Sunshine Artist Magazine, known for high-quality fine art and craft content, ranked the Lakeshore Art Festival #11 in the nation. Art Fair Calendar, an outlet promoting attendance at art fairs, just announced the Lakeshore Art Festival as the 5th best Art Fair in the country!

“This recognition shows us that exhibitors and guests are talking about the show on a national level. These efforts are rooted in the dedication to excellence from our talented team, quality art exhibitors and an amazing guest experience. All of these factors not only generate a buzz for Muskegon County, but have a direct impact on the local economy, both of which are major priorities for the Muskegon Lakeshore Chamber of Commerce,” commented Carla Flanders, Lakeshore Art Festival Director.

Exhibitor applications will be accepted until Friday, February 1, for the festival taking place Friday, July 5 and Saturday, July 6, 2019. Artists who create original works of art in either the fine art or craft categories are encouraged to apply online via Zapplications: bit.ly/LAF2019.

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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 350+ 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.