

CONTACT: CARLA FLANDERS
LAKESHORE ART FESTIVAL DIRECTOR
PHONE: 231-724-3176
cflanders@muskegon.org

NEWS RELEASE
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Award-winning Lakeshore Art Festival announces call for artists

MUSKEGON, MI – The award-winning Lakeshore Art Festival is now accepting fine art and craft applications for the 2020 festival taking place Friday, July 3 and Saturday, July 4, 2020.

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 ran through the online Zapplications program and can be accessed via lakeshoreartfestival.org.

Lakeshore Art Festival continues to rank in the Top 200 Best by the Sunshine Artist Magazine, coming in #21 this year. The Lakeshore Art Festival has also been recognized by the Grand Haven Tribune as People’s Choice Award: #1 Art Festival in West Michigan and as one of the Best Art Fairs in America by ArtFairCalendar.com.

The Lakeshore Art Festival has worked hard to be a socially and environmentally sustainable festival that focuses on the triple bottom line. Accomplishments towards the triple bottom line are tracked and recorded through the Lakeshore Art Festival [Corporate Social Responsibility Report](#). Highlights for this year’s report include:

- Muskegon County received \$1.59 million dollars of direct economic impact in 2019 and a total \$7.2 million dollar of economic impact since 2014.
- 9,436 pounds of material have been diverted from the landfill and 2,500 single-serve water bottles have been avoided, by adding refillable water stations.
- 300 local volunteer opportunities have been provided and \$22,550 has been awarded to artists and non-profits.

“Our mission is to provide an inclusive, artful event for all to enjoy. Guests, artists and crafters come from all over the country to enjoy the beauty of our Muskegon Lakeshore area, experience our artful environment and visit our unique businesses. We are thankful for them and for our welcoming community!” said Carla Flanders, Lakeshore Art Festival Director.

Fine artist and crafter exhibitors that would like more information or want to apply for the 2020 Lakeshore Art Festival can visit lakeshoreartfestival.org.

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The Lakeshore Art Festival is a Muskegon Lakeshore Chamber of Commerce Event

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.