



# LAKESHORE ART FESTIVAL

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**NEWS RELEASE**  
**For Immediate Release**  
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## **New Festival Directors and Call for Artists**

**Muskegon, MI -**

### **New Directors**

The Lakeshore Art Festival (LAF) is excited to announce a change in event leadership. Bre McCarthy and Pam Ackley will take over as Co-Directors of the nationally recognized event, which takes place the last weekend in June. Bre holds a degree in Art & Design from the University of Michigan and has served on the LAF committee since 2017. Pam is a recent retiree of Mona Shores School District, and has been the Craft Market Coordinator since 2018. Fine Art section Coordinator, Paula Ray, will return and has been with the show since 1993. Bre McCarthy commented, "We have a very solid team, and are thrilled to continue building the legacy of the Lakeshore Art Festival. LAF began as "Art in the Park" in 1961, which means over 6 decades of fostering art in the Muskegon Lakeshore area! We will continue the mission of LAF, which is not only to bring visitors from across the country, but also to contribute to our local community."

### **Call for Artists**

Applications to be a fine art or craft exhibitor are now open! Lakeshore Art Festival is a juried show; professional artists and fine art/craft coordinators serve on the jury and review each exhibitor application before they are accepted into the show. No buy/sell items are allowed. The event will take place in Downtown Muskegon, Michigan on Saturday, June 24 and Sunday, June 25, 2023. Applications are online only and can be accessed via [Zapplications](#) or [lakeshoreartfestival.org](#). Local and national artists are encouraged to apply. Exhibitor amenities include: \$3,000+ in awards, extensive marketing and publicity, vehicle access near booth site for easy set up and teardown, private security overnight Friday and Saturday, exhibitor hospitality including morning coffee, juice, water and baked goods, friendly LAF Team booth sitters for exhibitor breaks, and more.

### **Become an Event Partner**

Wondering how your organization can play a critical role in support of the Lakeshore Art Festival? LAF brings thousands of people to Downtown Muskegon over the weekend and partner support is vital. Enhance your business exposure, brand awareness, local recognition, and media coverage, while making a statement that you're invested in the Muskegon Lakeshore community. Visit the [Sponsorship Guide](#) or contact Ann Meisch at [ann.meisch@shorelinecity.com](mailto:ann.meisch@shorelinecity.com).

*More about the Lakeshore Art Festival: Saturday, June 24, 2023 & Sunday, June 25, 2023. The annual art festival brings thousands of guests, hundreds of fine art and craft exhibitors, a multitude of food vendors, children's activities, live entertainment, and interactive art to Downtown Muskegon, Michigan. The festival ranks as one of the Top 200 in the Country by Sunshine Artist Magazine (multiple years running), has been recognized as People's Choice Award: #1 Art Festival in West Michigan and as one of the Best Art Fairs in America by ArtFairCalendar.com. Since 2013, Lakeshore Art Festival has brought in over \$9.3 million dollars to the Muskegon lakeshore area and supported a number of local non-profits. If you're interested in getting involved as a volunteer or local business partner, please contact Bre McCarthy at [director@lakeshoreartfestival.org](mailto:director@lakeshoreartfestival.org) or visit [lakeshoreartfestival.org](#).*

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