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2017 PARK AVENUE SUMMER ART FEST POSTER

***Artist Elaine Verstraete, veteran artist, brings iconic scene of
Park Avenue to life***

Rochester, NY, July 25, 2017— Elaine Verstraete creates fine art and illustration from her studio that overlooks beautiful Vine Valley, NY. Her watercolor illustrations have appeared on over a dozen Rochester area event posters since 1997. Elaine has illustrated numerous children's books including the award winning "The Star of Christmas" (Winterlake Publishing). She has also illustrated numerous Wegmans brand product labels such as the juicy citrus wedge found on the premium orange juice. She received a BFA from Syracuse University and has taught drawing and illustration at Rochester Institute of Technology and Finger Lakes Community College.

She also created the popular 2007 Park Ave Fest poster, featuring a Park Ave outdoor café and musicians. This year's poster is a companion piece to that one, in the same style, this time capturing Oxford Street's famous magnolia trees in bloom, being painted by an artist.

Verstraete will be at the festival to sign copies of her poster on Saturday, August 5, from 1 p.m. to 3 p.m. in the merchandise tent at Park Avenue and Oxford Street, and on Sunday, August 6, 1 p.m. to 3 p.m., in the merchandise tent at Park Avenue and Berkeley Street.

The Park Avenue Summer Art Festival takes place on Saturday, August 5 from 10 a.m. to 6 p.m., and Sunday, August 6 from 10 a.m. to 5 p.m. Admission is FREE.

For more information on the Park Avenue Summer Art Fest, including a complete concert schedule with artist times, visit www.RochesterEvents.com.

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