



## FOR IMMEDIATE RELEASE

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## MEDIA ALERT

### ***Park Ave Summer Art Fest Celebrating 42 years of Rochester's Imagination***

#### ***Park Avenue Summer Art Fest Poster Revealed***

**WHAT:** The 42nd Annual Park Ave Summer Art Fest is only a few weeks away! The Monroe County Executive Office, City of Rochester, Festival Producers, and the Park Ave Merchants Association are coming together to share information about the 2018 Park Ave Summer Art Fest.

The press conference will include:

- Unveiling of the 2018 Artist and Poster
- Entertainment Schedule
- Parking during the event
- Police presence
- Complete list of food vendors and locations
- Kids Entertainment and activities

**PHOTO OP:** Speakers at the press conference will include County Executive Cheryl Dinolfo, Rochester Mayor Lovely Warren, officials from the Park Ave Merchants Association, a representative from the Rochester Police Department Rachel Laber-Pulvino from Visit Rochester and Festival Producer Jeff Springut

**WHEN:** Tuesday, July 24th  
10:00 a.m.

**WHERE:** Barrington Green, corner of Park Avenue and Barrington Street  
Rain location: *Home of Mackenzie Childs - 235 Park Ave*

For more information about the festival, visit [www.RochesterEvents.com](http://www.RochesterEvents.com)

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