



## FOR IMMEDIATE RELEASE

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## **PARK AVE SUMMER ART FEST TAKES PLACE AUGUST 4<sup>TH</sup> & 5<sup>TH</sup> VISITORS ASKED TO HEED PARKING SIGNAGE**

*Free and expanded parking, shuttle buses also available*

**Rochester, NY, July 24, 2018**—Visitors to the Park Ave Summer Art Fest on August 4 and 5 are encouraged to heed temporary parking signs posted on side streets, and to take advantage of shuttle buses and additional parking options.

**Residents and merchants from the Park Avenue neighborhood will meet at 6 p.m. on Thursday, August 2nd, to begin hanging hundreds of temporary parking signs along side streets in preparation for the 42nd annual festival. The YES YOU CAN and NO YOU CAN'T parking signs are designed to help visitors avoid confusion, ticketing and towing during the festival.**

To further ease parking woes for residents, exhibitors, and visitors during this year's fest, non-alternate parking will be allowed on some of the streets that run perpendicular to Park Avenue. When in doubt, refer to the posted signs.

Free parking is available behind Gleason Works (1000 University Ave.) on Atlantic Ave and Elton St., and our newest lot on Atlantic Avenue west of Culver Road, between Culver Rd. and the railroad underpass. Additional free parking can be found at Monroe Square on Monroe Avenue at Union Street, with shuttles to the festival.

There is also limited HANDICAP ONLY parking in the Parkleigh lot on corner of Goodman Street and Park Ave. Enter lot from south side of Park Ave.

Shuttle buses will transport visitors from these lots during the festival for \$3 per person, round trip. The shuttles run continuously from 9 a.m. to 7 p.m. on Saturday and from 9 a.m. to 6 p.m. on Sunday. They stop at both festival entrances – Park/Alexander and Park/Culver – and at the festival midpoint of Oxford/East. Shuttles are air-conditioned, and lift-equipped shuttles are available.



The Park Ave Summer Art Fest runs from 10 a.m. to 6 p.m. on Saturday, August 4, and from 10 a.m. to 5 p.m. on Sunday, August 5. For more information, visit [www.RochesterEvents.com](http://www.RochesterEvents.com).

An example of the temporary parking signs can be seen below.



The Park Avenue Summer Art Festival is sponsored by the City of Rochester, GreenSpark Solar, Buckingham Properties, Java's, Frontier Communications, Gleason, Trader Joe's, Country Inn & Suites-Pittsford, Staybridge Suites-University of Rochester, Woodcliff Hotel & Spa, Red Jacket Orchards, and Upstate Farms. The Park Avenue Summer Art Festival media partners are Jazz 90.1, WXXI, 94.1 the Zone, Warm 101.3, Fickle 93.3, Legends 102.7, Mix 100.5, and Kiss 106.7.

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