



FOR IMMEDIATE RELEASE
June 10, 2010

Contact: Danielle Carlson
(402) 345-5401

**36th ANNUAL OMAHA SUMMER ARTS FESTIVAL
PRESENTED BY FIRST NATIONAL BANK
JUNE 25, 26 and 27, 2010**

For three days in June, the Summer Arts Festival will fill the streets of downtown Omaha from 10th to 15th and Farnam Streets with art, music, children's activities, food and more. The Festival will entertain people of all ages with a variety of activities scheduled from 11 a.m. until 11 p.m. on Friday, June 25 and Saturday, June 26, and from 11 a.m. until 5 p.m. on Sunday, June 27.

The Artists' Market

While enjoying the vibrant atmosphere of downtown Omaha, visitors will have the opportunity to browse and buy the amazing artwork of 135 juried artists from across the country. Selected for participation from among hundreds of applicants by a jury of local and regional art professionals, this year's artists represent 27 U.S. states. The Artists' Market will be open from 11 a.m. to 8 p.m. on Friday and Saturday and from 11 a.m. to 5 p.m. on Sunday.

Artwork in a broad range of media including jewelry, sculpture, photography, painting, fiber, wood and more will be on display. From a \$10 hand-carved toy to a \$500 oil painting, the public will have an amazing selection of one-of-a-kind treasures to choose from. Have a question about how a piece was created or how to display it? The Festival's friendly artists will be more than happy to assist you.

-more-

Omaha's ArtSeen

The public may interact with local artists and watch live artist demonstrations at Omaha's ArtSeen. Presented in partnership with downtown art galleries, stations featuring clay throwing, lamp work, glass beading, woodworking and more will be interspersed throughout the Artists' Market. Demonstrations and hands-on public art projects will be provided by local artists affiliated with Omaha ClayWorks, Passageway Gallery, Old Market Artists Gallery and, new this year, the Kent Bellows Studio and Center for Visual Arts.

Music

Year after year, performers on the Luigi Waites World Music Pavilion Stage entertain visitors in a fun and laid-back atmosphere. Renowned local, regional and national artists representing a wide range of musical genres including blues, jazz, Latin, folk, acoustic and more draw large audiences from throughout the metro and beyond.

Festival-goers can tour the Americas without ever leaving their seats. Acts include the Latin sound of Making Movies, the Afro-Caribbean-Barnyard-Funk of Euforquestra and the Latin and Caribbean-tinged rhythms of The Iguanas. Jazz and Blues will also be showcased with performances by the Omaha Musicians Association Jazz All Stars, guitarist and vocalist Albert Castiglia, flautist Bradley Leighton and the multi-talented musician and singer/songwriter Bob Malone. A tribute to legendary Omaha musician, Summer Arts Festival co-founder and main stage namesake Luigi Waits, who passed away in April, will be presented on Sunday afternoon.

This year's Saturday night headliner is the incomparable Bonerama. Recipient of the Big Easy 2010 Best Rock Band Award, New Orleans-based Bonerama carries the brass band concept to places formerly unknown. Led by its four-trombone front line, the band plays everything from vintage New Orleans funk to Hendrix and Led Zeppelin.

-more-

Mayhem Poets

As part of the Festival's mission to celebrate new art forms and to make art accessible to everyone, this year's event will feature youth workshops and performances by the Mayhem Poets. The Mayhem Poets are one of the country's top slam poetry groups and have contributed to the growing popularity of this art form among youth.

The Mayhem Poets will present four workshops for teens ages 13 to 18 at the Holland Center on June 24 and 25. Participants will learn about the history of poetry and the tools to create their own rhymes including acronyms, clichés, puns, pop culture references, similes, metaphors and more. Finally, the Mayhem Poets will instruct the group on performance skills including projecting their voices, timing and enunciation. The workshops will conclude with the students performing their original work on the Festival's Luigi Waites Main Stage on Saturday at 12:30 p.m.

In addition to their performance with the students, the Mayhem Poets will perform their own work on Saturday at 3:30 p.m. This is a unique opportunity to experience the group's split-second creativity, humor and artistry.

Food and Libations

In addition to a full weekend of entertainment, Festival patrons can look forward to visiting the TasteFest and Festival Cafés. A variety of delicious dining options will be available ranging from wraps, wok-fired vegetables, gyros, grilled shrimp and spring rolls to traditional Festival fare including pizza, hamburgers, barbeque, kettle corn, funnel cakes, shaved ice and more.

Vendors will include Paradise Today Coffee Bar, Texas Roadhouse, Dippin Dots, Mama's Pizza, Pacific Rim, Kettlecorn Confections, The Parthenon/Papa Johns, La Mesa Mexican Restaurant, Serendipity Chocolate Factory, Made 2 Grill, Old World Almonds and RoRo's Concessions. Festival cafés include Robert Mondavi Wine & Jisa Cheese Café, O'Dining & Lounge, Hy-Vee Grill, and Whole Foods Market Café. In addition, free coffee samples will be provided by Millstone Coffee at their mobile exhibit.

-more-

Guests can enjoy dining in the shade inside the World Music Pavilion where beer, wine and more will be available for purchase. *Alcoholic beverages will not be sold until after 4 p.m. on Friday and after 12 p.m. on Sunday.*

Children's Fair and Young Artist Exhibition

"Kids Around the World...No Passport Needed" is the theme of this year's Omaha Summer Arts Festival Children's Fair. Centrally located at 11th and Farnam Streets, the Children's Fair will offer dozens of hands-on activities and art projects for children ages 3 to 10 from 11 a.m. to 6 p.m. on Saturday, June 26, and 11 a.m. to 5 p.m. on Sunday, June 27.

Kids will enjoy making Latin corn husk figures, spin art, candy art and more. The Family Entertainment Stage will also be fully programmed with always entertaining, and often hilarious, performances.

Admission to the Children's Fair, all of the stage entertainment and several activities is free. The remaining hands-on crafts and other activities cost one to five 50-cent tickets each. New this year, families are invited to bring non-perishable canned goods for donation to the Food Bank of the Heartland in exchange for free activity tickets. There is a limit of five free tickets per family.

More than 300 pieces of artwork created by students in grades six through 12 will be displayed as part of the Festival's 15th annual Young Artist Exhibition. Grades six through eight will display work on the fourth floor of the downtown W. Dale Clark Library, and grades nine through 12 will exhibit at the Artists' Cooperative Gallery located at 11th and Harney Streets. More than \$2,500 in senior scholarships, recognition awards, art supplies and special prizes will be awarded at private receptions for students, teachers and family members on Saturday and Sunday.

-more-

Sponsor Recognition and More Information

The 36th Annual Omaha Summer Arts Festival, presented by First National Bank, is sponsored by Target, WOWT Channel 6 and Star 104.5, CD 105.9, Channel 94.1 and Z92. Additional supporters include the Douglas County Tourism Fund; *The Reader*; Creighton Medical Associates; Hy-Vee Food Stores; Peter Kiewit Sons', Inc.; Qwest Foundation; Nebraska Lottery; Nebraska Arts Council; Omaha Steaks; Burlington Capital Group; HearthStone Homes; The Mammel Foundation; RDG Planning & Design; Whole Foods Market Omaha; Miller Brands of Omaha; Millstone Coffee; Richard Holland; Nebraska Humanities Council; Whitmore Charitable Trust; Planet Earth Distilled Drinking Water and It's a Wonderful World Childcare Centers.

The Festival is professionally managed by Vic Gutman & Associates. Concessions management is provided by Chuck Huetter and RoRo's Concessions Management.

The Omaha Summer Arts Festival has been named Omaha's Best Annual Festival, one of the Top 100 Fine Arts Festivals in the country and one of 2007's Top 100 Events in North America by the American Bus Association. The Festival was also the first inductee into the National Association of Independent Artists' Hall of Fame in 2008.

The official Omaha Summer Arts Festival program will appear as a pull-out supplement to the June 17th edition of *The Reader*, distributed in restaurants and retail locations throughout Omaha, Council Bluffs and Lincoln. For the latest up-to-date information, patrons can follow the Festival on Facebook or Twitter. For additional information including press releases and complete stage schedules, please visit **www.SummerArts.org**. For photos and interviews, please contact Danielle Carlson at (402) 345-5401 or dcarlson@vgagroup.com.

###