

## FOR IMMEDIATE RELEASE

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### **The 48<sup>th</sup> Annual Park City Kimball Art Festival Happens August 4-6<sup>th</sup> on Park City's Historic Main Street**

*Annual event draws 50,000 guests, 230 jury-selected artists, 30 live musical acts and brings in \$20 Million in economic impact annually*

*In 2016, [Smithsonian Magazine](#) named the Kimball Arts Festival a "can't miss" event*

Park City, UT - [Kimball Art Center](#) (KAC) is encouraging art lovers around the world to save the date for the 48<sup>th</sup> annual Park City Kimball Arts Festival on August 4 - 6, 2017 on Historic Main Street. In addition to viewing some of the most innovative work across numerous visual mediums, guests are encouraged to explore Park City, a picturesque outdoor destination and creative hub nestled in the gorgeous Wasatch Mountains.

New to this year's festival are more sustainable elements, such as a bike valet to encourage alternate transportation options, and a new and improved kids' interactive art area.

The 200-plus artists come from 34 states and Canada and represent a wide variety of artistic mediums. All 12 of the Best in Show winners from 2016 will return for this year's festival. See the full list here: <http://parkcitykimballartsfestival.org/artists/visual-arts-categories>.

**Lindsie Smith**, new Executive Director of the KAC, said, "The Park City Kimball Arts Festival is the culmination of our year-long work to inspire the Utah community through art and this huge summer celebration provides vital cultural and economic value to Park City. Art is the center of the celebration but we also look forward to experiencing the programming our community partners plan that helps make this event well-rounded and unique like yoga, film, food and more."

The Kimball Arts Festival, presented by Zions Bank, is the KAC's largest public fundraiser that allows the organization to provide free year-round art exhibitions, gallery tours, monthly Art Talks and art education outreach to teachers, students and others throughout the community.

The KAC will continue to host Friday Locals' Night, presented by Park City Municipal, as it has for many years which allows local residents to preview the art, enjoy live music and gather with the community on Main Street free of charge. The Festival After Dark program will once again feature partnerships and programming from local businesses who believe in the power of the arts. Festival goers will also have access to the Kids' Art Area, Food Truck Round-Up, Taste of Art, Utah Artisans, Park City Gallery Association's Festival Gallery Stroll, Yoga Fest and unique Dining Decks. A full list of festival programming is online here: <http://parkcitykimballartsfestival.org/> and will be updated on a daily basis.

The 48<sup>th</sup> Annual Park City Kimball Arts Festival is made possible by the generous support of the following sponsors: Presenting Sponsor, Zions Bank; Leading Sponsors: Strong Auto Group and Coca-Cola; Contributing Sponsors: Stella Artois Legere, Skullcandy, Summit County Restaurant Tax, Summit Sotheby's International Realty, Gateway Center and Utah Office of Tourism; Media Sponsors: FOX13, Broadway Media and Utah Digital Services.

Complimentary press passes are available for members of the media who wish to cover the event. Please email [info@panicbuttonmedia.com](mailto:info@panicbuttonmedia.com) for more information. Discounted lodging options are available through official providers, [Deer Valley Resort](#) and [Stay Park City](#).

#### **ABOUT THE KIMBALL ART CENTER**

For more than 40 years, the Kimball Art Center has inspired and connected the Park City community through art. The nonprofit center provides art education, free exhibitions and a variety of events to the public, including the annual Park City Kimball Arts Festival that attracts more than 50-thousand people to Park City's Historic Main Street. For more information on the KAC and its numerous community offerings and programs, please visit [www.kimballartcenter.org](http://www.kimballartcenter.org). Art Starts Here™

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