



Contacts:

Amanda Leeman, aleeman@promotions-one.com, 614.299.8628
Communications and Partnership Manager

Mike Collins, mike@promotions-one.com, 614.299.8596
President

FOR IMMEDIATE RELEASE

RIVERFRONT EVENTS ACQUIRES ARTISTIC FLARE

The Riverfront Art Festival will receive new direction this year under the guidance of former producer

(COLUMBUS) – Riverfront Events, LLC is proud to announce the acquisition of Columbus’ Riverfront Art Festival as the event enters its sixth year. The organization is looking forward to bringing a new flavor and dynamic to the festival, while maintaining its tradition of excellence in artistry.

Former festival producer Jay Snyder is pleased to see his legacy is in good hands. “After founding this event and seeing it through its formative stages, I can think of no organization better equipped to build upon our achievements,” said Snyder. “I am confident that Riverfront Events, LLC will carry on our traditions and offer an exceptional experience to artisans, collectors and fans alike.” Although Snyder will no longer oversee the day-to-day details of the event, he will stay on in an advisory role in coordination with Riverfront Events, LLC, the event owner and producer, to ensure the show’s transition into new ownership is a seamless one.

Riverfront Events is excited to embark on this new journey with Snyder. The organization’s management has an extensive history of successful event production in the Columbus area and the Riverfront Art Festival will undoubtedly be no exception. “The opportunity to take a solid, standing event and build it into a cornerstone of Columbus’ event and artistry scene in the next couple of years is our plan, and definitely within our capacity,” said Mike Collins, President. “We envision this festival as being one of the pillars of Columbus’ Bicentennial Celebration in 2012.” Collins is also President of Promotions One, Columbus’ largest producer of major events.

Join us for the 2011 Riverfront Art Festival September 30 through October 2, when Genoa Park will play host to more than 150 local and national artists of the highest caliber, featuring a variety of fabrications and designs from fine oil paintings to functional pottery and textiles. While the heartbeat of the festival is the amazing selection of visual artists, the park also features a waterfront amphitheater, which will host our most incredible musical lineup ever - including two nights of WaterFire performances!

For more information please visit www.riverfrontartfestival.com.

###