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RIVERSIDE ARTS & MUSIC FESTIVAL COMES TO DOWNTOWN RIVERSIDE ON SEPTEMBER 17

www.facebook.com/RiversideArtandMusicFestival/

Riverside, CA, August 8--The region's largest fundraiser in support of the arts is coming to downtown Riverside. In an effort to broaden its reach and make the event more accessible to a wider range of the community, the Riverside Arts Council has partnered with the Riverside Downtown Partnership, to integrating the former Mayor's Ball and Summer Street Jam into the **Riverside Art and Music Festival**. The premier event is scheduled for **Saturday, September 17th from 3 pm to 10 pm**.

The festival celebrating arts and music and will close University from Lemon to Market in downtown Riverside. The stage will be located at University and Lemon with audience viewing from the stage to Orange. Cultural performances will be featured on the stage until from 3 - 6 pm when the free concert begins with local favorites opening and followed by the headliner, Allison Iraheta + Halo Circus, at 8 pm.

Art and cultural exhibits will be on University from Orange to Main and will feature local artists and arts groups offering demonstrations, workshops, and sales. There will be a street performance area located at University and Orange featuring performances from cultural and other groups. There will also be a Chalk Art Festival at University and Main featuring local artists who will also demonstrate chalk art to young aspiring artists.



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Bilingual rock band **Allison Iraheta + Halo Circus** was co-founded by former American Idol star Iraheta and multi-platinum producer, producer and bassist Matthew Hager (Duran Duran, Scott Weiland), and joined on drums by accomplished Cantonese and orchestral drummer Veronica Bellino, who previously worked with Jeff Beck and DMC of Run DMC; and on guitar by Brian Stead, an intense, thoughtful guitarist with his own unique voice.



Refreshing, arresting and completely original, Allison Iraheta + Halo Circus have developed a reputation for their impressive live performances. The band released their highly anticipated debut full-length album, *Bunny*, on June 24, 2016. The album has already received a great deal of critical acclaim, including one LA Music Critic award for Best Pop Female Artist (Allison Iraheta) and four nominations: Best Rock Band; Best Pop Female; Best Single (*Desire*); and Best Video (*Desire*).

The **Riverside Arts Council** is a private, non-profit corporation whose mission is “to provide, develop, support and sustain the arts.” It is a state local partner of the California Arts Council and a leader among regional and state networks of local art agencies. Established in 1977, it is Riverside County’s central source for arts-related services, information, education and outreach. Connecting artists and art organizations within this ever-expanding region, RAC encourages the advancement, participation and integration of visual, literary and performing arts into the fabric of the communities it serves. Programs range from networking and regional arts and cultural infrastructure development to neighborhood revitalization, outreach and collaborative projects that proactively address community changes.

The **Riverside Downtown Partnership** is a not-for-profit organization that was formed in 1981 to advocate for a better downtown. RDP manages Downtown Riverside’s Business Improvement District. RDP’s vision of Downtown Riverside is the regional destination for businesses and service industries. With employment opportunities and attractive locations for growth, downtown Riverside is recognized for the quality of its cultural life, concentration of arts, educational programs, and urban living opportunities. RDP’s mission is to promote, represent, and manage an environment to support downtown Riverside as a regional destination for economic, arts, cultural and residential uses.

For more information on the Riverside Art and Music Festival, visit:
www.facebook.com/RiversideArtandMusicFestival.

Or visit www.riversideartscouncil.com or www.riversidedowntown.org