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FOR IMMEDIATE RELEASE

## **PLANO ARTFEST THE NEWEST EVENT IN THE DOWNTOWN ARTS DISTRICT**

The Historic Downtown Plano Association is excited to announce Plano Artfest, the newest event coming to the Arts District on Saturday, September 17, 2016. The festival is a free community event for families and art lovers of all types. Built around artistic inclusiveness, creative curiosities, and cultural connection, Plano Artfest brings together the best creative talent North Texas has to offer ranging from artisan craftsman to street buskers.

“We believe Plano has been waiting and is ready for an event that is all about the arts,” said Alex Hargis, the executive director for the Historic Downtown Plano Association. “Our city has an entire community of artists looking for someone to give them a home and an opportunity to show their work. We want to make the Historic Downtown Arts District that place for creative incubation, and use Artfest to bring all local artists together.”

The event’s inaugural year will incorporate a week of community art programming that will include gallery exhibitions, theatrical performances, art panel discussions, film screenings, and concerts. All the events of Artfest week will lead up to the one-day festival held from 10:00 a.m. to 6:00 p.m. in the new McCall Plaza. For the first time, McCall Plaza will be used in its festival configuration, utilizing the adjoining parking lot for concessions and other event attractions. The festival day will include an artist village of craftsmen and makers, performances from local arts groups, the favored Chalk-It-Up experience, kids crafts, a graffiti art exhibit, and the Apprentice Studio, a hands-on learning experience for all ages taught by local professional artists. A full listing of the events and activities happening during Artfest can be found at [www.planoartfest.com](http://www.planoartfest.com).

Food trucks will be on site and beer and wine available for purchase in McCall Plaza next to Artist Village. Festival attendees can also experience any of the award-winning restaurants in the Historic Downtown Arts District.

Local artists and vendors are encouraged to participate in the festival either with a booth reservation in Artist Village or booking a performance timeslot for the McCall stage. All interested artists and groups can fill out the online artist vendor application located on the event’s website.

For more information about Plano Artfest, please go to: [www.planoartfest.com](http://www.planoartfest.com)  
For more information about HDP, go to [www.visitdowntownplano.com](http://www.visitdowntownplano.com).

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### **Media Contact:**

Alex Hargis  
Executive Director, Historic Downtown Plano Association  
[www.visitdowntownplano.com](http://www.visitdowntownplano.com)  
[ahargis@visitdowntownplano.com](mailto:ahargis@visitdowntownplano.com) | Phone: 972-948-5916

972.468.1588