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## ARTISTS ENCOURAGED TO APPLY FOR 11<sup>th</sup> ANNUAL RIVER CITY ROOTS FEST FINE ART SHOW

The Missoula Downtown Association is seeking fine art artists for the Art Show at the 11<sup>th</sup> annual River City Roots Festival, slated for August 26-27, 2016 in Downtown Missoula. Artists can apply online at <a href="https://www.rivercityrootsfestival.com/fine-art-show">www.rivercityrootsfestival.com/fine-art-show</a> and the deadline is Friday, April 1. Booth fees are a mere \$150 for the two-day art show on Main Street.

The Signature Celebration of Missoula, River City Roots Festival serves as the Welcome Home bash for University of Montana students, faculty and staff, as well as a festival for the entire community to enjoy. Roots Fest is an admission-free event that features Music on Main, a Fine Art Show, a Four-Mile Run, the Family Fun Festival, plus local food and beverages. Last year nearly 15,000 folks attended Roots Fest.

"The Roots Fest Art Show has displayed some of the best art you'll see in this region," said Ellen Buchanan, chair of the Roots Fest Committee. "Our goal every year is to bring in artists with unique styles and items for folks to enjoy and purchase. Missoula has a very strong arts community and the Art Show showcases this love — Roots Fest wouldn't be complete without it."

Approximately 40 select artists will be chosen by a panel of art aficionados. Artist feedback indicates the Roots Fest Art Show is one of the best in the region due to hospitality services, venue, music selection, and weather.

Additional information on Roots Fest can be obtained by contacting the Missoula Downtown Association via phone (406-543-4238) or email (info@missouladowntown.com).

Downtown Missoula: Connecting Our Community!