

ARTS ON THE AVE

News Release

The Third Annual Kaleido! Family Arts Festival will make art come alive on Alberta Avenue

For immediate release

Edmonton, Sept. 9, 2008 – For the third straight year, the Kaleido! Family Arts Festival (formerly known as Arts Alive!) is bringing a celebration of arts to Alberta Avenue, and all of Edmonton is invited to join the fun! Highlighting the best the city has to offer of music, dance, theatre, arts & crafts, and film and visual arts, Kaleido will take place on 118th (Alberta) Avenue, September 26th to 28th, 2008.

Festival Producer Christy Morin says the Kaleido! Family Arts Festival gets bigger and better every year. And she says the concentration of arts and artists on the avenue is bringing out the true character of the neighbourhood. “Before, there was a focus on the crime happening in the area. People didn’t see the community. But now, arts are helping to transform Alberta Avenue. It’s been a catalyst for positive change and this festival celebrates that.” Festival Artistic Director Scott Peters adds “it’s not just a physical change we’re seeing on the Avenue. The arts are blooming here; and arts and community rejuvenation are happening hand in hand.”

A showcase for regional and local talent, this year’s Kaleido will feature displays, events and activities for all ages, including theatre and dance performances, live concerts from some of Edmonton’s biggest bands, film and literary presentations, hands-on creative workshops for kids and adults, and a penny carnival. This year’s event will also feature Edmonton’s Biggest Ever Block Party.

The festival is organized by Arts on the Ave (AOTA), a non-profit community-based organization working to develop 118th Avenue as a centre for community arts. Since 2005, AOTA has helped bring new life to the area by supporting and promoting artistic expression. AOTA continues to organize and present extensive art shows, performances and activities in an educational, mentoring and sharing environment throughout the year.

To view full festival details, log on to www.artsontheave.org.

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For further information, contact:

Christy Morin
Festival Producer
christytheatre@shaw.ca
780-722-3733