

## NEWS RELEASE

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### **ARTWalk announces open call for performances for *Music On The Block along ARTWalk this summer***

Rochester, NY –ARTWalk announces an invitation to musicians to submit entries for performance at various sites along ARTWalk weekends this summer. Any individual player, band, vocal group, or other music ensemble that resides in the Greater Rochester eight-county region may submit entries. This is the first summer that ARTWalk is presenting regularly scheduled outdoor performances, inviting the music community to showcase its work. These performances, which will be held designated Saturdays and Sundays from 2 to 4 p.m. June–September are specifically designed for ARTWalk and showcase the creativity and artistry of the musicians.

A public informational meeting will be held **Saturday, May 22** at noon at Writers and Books, 740 University Avenue.

All styles of musical expression, both instrumental and/or vocal, composed and/or improvised, are encouraged, including classical, pop/rock, folk, jazz, contemporary, and others. ARTWalk envisions community supportive music that the random passerby could selectively enjoy or reasonably tune out. Some music will be acoustic. Any electronic equipment or amplification used would be for the purpose of creating sound rather than reinforcing sound. Residents of Monroe, Wayne, Livingston, Ontario, Wyoming, Genesee, Yates and Orleans counties are invited to enter.

Performance times will be approximately 1 1/2 to 2 hours on a Saturday and/or Sunday between 2 and 4 p.m. Limited electricity will be available. Entries will be judged on the following criteria: creativity, artistic merit, flexibility with regard to weather, and appropriateness to the ARTWalk environment and its mission. The selected proposals will be announced on June 18, 2004.

(more)

**As part of this application process for *Music On The Block along ARTWalk*, approximately 12-15 applicants will be invited to perform at the Art Walk for ARTWalk walk-a-thon on Saturday, June 12. Each applicant will have the opportunity to play for up to 2 hours at their own performance site.**

ARTWalk seeks to expand and broaden its artistic endeavors each year. *Music On The Block along ARTWalk* will help serve to build community among diverse groups and throughout the neighborhood while enhancing the environment through the performance of live music.

Applications for *Music On The Block along ARTWalk* may be obtained by visiting ARTWalk's website at [www.rochesterartwalk.org](http://www.rochesterartwalk.org), the South East Area Coalition office (1045 South Clinton Ave., Rochester), or at the Arts & Cultural Council for Greater Rochester (277 North Goodman Street). Entries must be received by 4 p.m. Friday, May 28.

ARTWalk is the award-winning outdoor art trail that connects Rochester arts and cultural institutions along University Avenue. See [www.rochesterARTWalk.org](http://www.rochesterARTWalk.org) or call 234-6670 for more info.

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