



NEWS MEDIA RELEASE
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GEORGE STREETFEST ON MAIN LAUNCH SUCCESS, JULY EVENT REVEAL

George Streetfest on Main, southern Utah's new first Friday celebration, launched Friday, June 5, making history in southern Utah. An estimated 2,000 were in attendance on Main Street, with an additional 500 at Ancestor Square.

In addition to a street market, stage concert, and food truck village, the new Zion Brewing Company Jazz Garden attracted a constant crowd. In addition to beer, the Jazz Garden featured wine from Iron Gate Winery of Cedar City, and paired appetizers by Benja's Thai Garden and Twisted Noodle to the background of a live performance by West Coast Jazz. Event organizers are currently considering expansion plans for the Jazz Garden.

On July 3, from 6 to 10 p.m., St. George Main Street will again close between Tabernacle and St. George Boulevard and transform into an evening community celebration. On an elevated stage, the Precision Hearing Main Street Concert will feature opening act local musician Kaitlin Sevy, and local band Morning Pretty. Headline guest bands from Los Angeles will follow and include Segoe, and Golden Sun.

Additional artists and vendors will be added to festivities on Main Street in July, along with additional food trucks and buskers. The Simister Ortho George Jr. Village on the south end of the street will again feature a variety of games and activities for youth offered.

"We are delighted by the June turnout and tremendous response to this event," said George Streetfest on Main Presenter Melynda Thorpe. "We have received an outpouring of support from those who want to see the event continue and expand. We look forward to offering a fresh, fun, and consistent nightlife option for residents and visitors every month downtown."

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2-2-2 FIRST FRIDAY JULY REVEAL

The first Friday in July falls one day before July 4, offering back-to-back downtown celebrations for local residents and visitors. “We’ll start the weekend with a George Streetfest on Main Street, then move to Vernon Worthen Park on Saturday where town festivities will continue,” Thorpe said. “What a fun weekend it will be in southern Utah.”

Created and managed by Emceesquare Media & Events, George Streetfest on Main event partners are St. George City, St. George Area Convention and Visitors Bureau, and Historic Downtown Merchants. According to Thorpe, George Streetfest on Main is designed to appeal to all age groups offering “something for everyone on the street,” she said.

Additional event sponsors include: Canyon Media, St. George News, Etched Magazine, The Independent, Richens Eye Center, and Wingate by Windham Hotel.

Local artists and/or performers interested in applying for the Supporting Artists with Vision event scholarship by Richens Eye Center should call (435) 773-0781. The scholarship offers street accommodations including tent and vendor fee, to two artists each month wishing to promote their work.

For more information, or to apply to be a street vendor for the July 3 event, email george@emceesquare.com before June 15. For sponsorship opportunities, email Emceesquare Account Executive Lil Barron at lil@emceesquare.com. All event information for vendors, sponsors, and volunteers can be found at stgeorgedowntown.com.

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