

TARFEST MUSIC & ART FESTIVAL EXCAVATES FUTURE CULTURE ON THE MIRACLE MILE ON SEPTEMBER 22ND

TARFEST 2018 To Feature Performances By Freedom Fry, Wild, Jane Holiday, Smoke Season and Caught A Ghost.



Los Angeles, CA – **LAUNCH LA**, with tremendous support from its sponsors and the local arts and business community, presents the **16th annual** music and art festival, **TARFEST 2018**, which returns to the **La Brea Tar Pits Park** on **Saturday, September 22nd (1-7:30PM)**. Open to **ALL AGES** and **FREE** to the public, TARFEST celebrates local artists, musicians and culture with performances by headliner **Freedom Fry** with support from **Wild, Caught a Ghost, Smoke Season** and **Jane Holiday**. **Tobi Lynn** of **Alt 98.7FM** will MC the day's festivities. TARFEST is produced by the non-profit arts organization **LAUNCH LA** and the music is curated by **Allison Shaw** of **Manic Monkee**

Live painting presented on large, 10 foot easels will feature Los Angeles artists **Holly Tempo** and **Brett Crawford** curated by **KP Projects Gallery** and sponsored by **Blick Art Materials**.

Catering to all ages, TARFEST offers **FREE** kids art-making and cultural activities with **Japan Foundation, Los Angeles, Fusion Academy, The Petersen Automotive Museum** and **METRO**.

Intergenerational hip-hop and breakdancing collective **Justice by Uniting in Creative Energy (JUICE)** based out of the **MacArthur Park Recreation Center** in the Rampart District of Los Angeles will conduct art and dance workshops as well. Face painters and balloon artists, a multi-cultural art installation and other surprises complete the celebration.

The 21+ crowd can enjoy the **open air cocktail lounge** featuring **Lagunitas Beer** and a specialty cocktail from **Tito's Handmade Vodka**. A variety of libations includes **Standing Sun Wine, Casa Luigi Sparkling Wine** and **Coldcock Whiskey**. A selection of Los Angeles' hottest gourmet food trucks will also be on site, including **Baby's Badass Burgers, Meat the Greek, Rice Balls of Fire, The Deli Doctor** and **Jeni's Splendid Ice Cream**.

TARFEST 2018 is made possible in part by support from the City of Los Angeles, Department of Cultural Affairs, the Los Angeles County Art Commission, the California Arts Council, the National Endowment for the Arts/Art Works and The Japan Foundation, Los Angeles. Some of this year's sponsors include Olympia Medical Center, Lagunitas Brewery, The Original Farmer's Market, The Grove, The Beverly Connection, Los Angeles City Councilmembers David Ryu and Paul Koretz, Skanska/Traylor/Shea and METRO, builders of the Purple Line Subway, Arclight Cinemas, the Miracle Mile Chamber of Commerce, and many other businesses and individuals who believe in advancing creativity and free, innovative arts programming in Los Angeles. A special thanks for the support and participation of cultural partners LACMA and the Natural History Museum of Los Angeles County.

Please visit www.launchla.org and www.tarfest.com for more information.

About TARFEST/LAUNCH LA: TARFEST, produced and managed by LAUNCH LA, provides important performance and exhibition opportunities to some of the region's finest emerging artists, performers, and cultural innovators on the historic Miracle Mile of Los Angeles. LAUNCH LA is a 501(3)(c) not-for-profit social enterprise that believes exposure to the arts enhances quality of life and strengthens community. Passionate about promoting all contemporary art forms and their hybrids, LAUNCH LA recognizes the need for exemplary productions that create important cultural happenings with the assistance of commercial partners, cultural institutions and like-minded individuals and organizations.

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