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TARFEST MUSIC & ART FESTIVAL CELEBRATES 13TH YEAR ON SEPTEMBER 26TH

August 11, 2015 – Los Angeles, CA – **LAUNCH LA** and **88.5 FM KCSN** present Los Angeles' 13th annual music & arts festival, **TARFEST 2015**, which will return to the **La Brea Tar Pits** on **Saturday, September 26th**. The **FREE, ALL AGES** event will feature rising local artists, musicians and bands, with performances by **Gavin Turek, The Shelters, Jessica Childress, Babes** and **Salt Petal**. This year's music program was curated by LAUNCH LA and Kevin Bronson of **BuzzBand.LA** and **88.5 FM KCSN**.

LAUNCH LA also presents the TARFEST Art Pavilion curated by Merry Karnowsky. Local artists Greg 'Craola' Simkins, Johnny 'KMNDZ' Rodriguez and Joseph Lee will be live painting. Program also include a special exhibition of paintings and limited edition prints by established and emerging Los Angeles artists. Special silent auction items and artwork will also be made available to the public. Proceeds from the art sales and silent auction will benefit future LAUNCH LA programming.

The 13th annual festival, will feature something for the whole family including food, drinks, art, activities and more. New this year, *Move The World - Dance Activism* will perform in the park among the spectators between bands performances at 2:45 and 4:45. Free kids' art-making activities will be presented by The Japan Foundation, Los Angeles, the Petersen Automotive Museum and Orchard Supply Hardware. Popular food trucks Baby's Badass Burgers, Cousin's Maine Lobster and Meat The Greek will be on hand serving food. The festival will also include a *Lagunitas Biergarten* and Wine Bar.

Excavating future culture on The Miracle Mile, the annual TARFEST festival utilizes Los Angeles' historic Tar Pits and the public green space located between LACMA and the Tar Pit Museum to unite the local community in celebration of the city's burgeoning music and arts scene by showcasing some of the most talented up-and-coming bands and artists. In past years, TARFEST has brought together thousands of Angelenos with performances from bands like Echosmith, Saint Motel, Hunter Hunted, Blondefire, The Submarines, The Moth & the Flame, Everest, Bitter:Sweet, among others.

TARFEST 2015 is made possible in part by a grant from the City of Los Angeles, Department of Cultural Affairs, the Los Angeles County Arts Commission and The Japan Foundation, Los Angeles. Some of this year's sponsors include Olympia Medical Center, Los Angeles County Supervisor Sheila Kuehl, County Supervisor Mark Ridley-Thomas, Los Angeles City Council President Herb Wesson, Councilmember David Ryu, Councilmember Paul Koretz, Lagunitas Brewery, The Farmers Market, The Grove, Beverly Connection, Arclight Cinemas, The Academy Museum of Motion Pictures, the Petersen Automotive Museum, SAG-AFTRA, the Miracle Mile Chamber of Commerce, Orchard Supply Hardware, The Corner Bakery and many other businesses and individuals who believe in advancing creativity and free, innovative arts programming in Los Angeles. Please visit www.launchla.org and www.tarfest.com for more information.

About TARFEST/LAUNCH LA: TARFEST is produced and managed by LAUNCH LA, a 501(c)3 arts organization, that believes exposure to the arts enhances quality of life and strengthens community through the shared appreciation of creative expression in all its forms and hybrids. LAUNCH LA provides important performance and exhibition opportunities to the region's finest emerging artists, performers, and cultural innovators in

the historic Miracle Mile District and throughout important Los Angeles communities to foster artist development and audience enrichment.

TARFEST SCHEDULE:

Saturday, September 26th, 12 - 8pm

TARFEST Music and Art Festival

FREE/ALL AGES

La Brea Tar Pits Park (Hancock Park)

5801 Wilshire Blvd. Los Angeles, CA 90036

Excavating Future Culture on the Miracle Mile

By Shana Nys Dambrot

“Excavating Future Culture on the Miracle Mile.” That’s more than a clever motto, it’s the inspiration and motivation behind the wildly popular annual culture event TARFEST, returning the La Brea Tar Pits Park on September 19, 2015 with a free celebration of LA’s robust indie culture scene through art, music, and people-watching in one of the city’s most historic green-spaces and a hidden gem among public lands.

Reminiscent of New York’s Bryant Park, the famed mid-city oasis adjacent to the 42nd Street Public Library which often hosts free cultural and political events, the potential for the La Brea Tar Pits Park to be a hub of vibrant convergence for families and *flaneurs* of all ages is activated to best advantage with events like Tar Fest. An active archaeological dig site for more than 100 years, the park is a dynamic place where the past and the present are on display side-by-side, bookended by two museum campuses and a certain collective childhood memory of the Flintstones’ visit to the Pits in their ancient heyday. (One could say it’s been a landmark attraction for eons.) Think Sunday in the Park with Mastodons; think about the delight of discovering and activating an urban secret garden, a green cultural oasis right in the middle of the Miracle Mile; think about the amazing fact that a live archaeological site, still rich with hot, bubbling tar from deep inside the earth’s crust and still yielding fossils to this day, exists a single block away from the SAG offices -- that’s the real Los Angeles.

In these uncertain times, the importance of artists -- all artists -- musicians and visual artists -- to give back to their communities and to inspire other emerging artists and young people is even more magnified. With each new commitment from a musician, an artist, a writer, a sponsor, or a volunteer, Tar Fest builds momentum -- continuing its evolving history as something extremely special and important to the surrounding community and the whole city.

Events like Tar Fest encourage people to get outside and interact with their neighbors, countering the car-culture and in-home entertainment-system isolation of today's world with something green and hip, connecting past, present, and future in one spirits-raising, space-activating, shared experience. And what better way to bring people together than with free, outdoor, late-summer music from today's most interesting independent artists. Unless, of course, it's a free concert *and* food trucks...