



FOR IMMEDIATE RELEASE

TARFEST ART & MUSIC FESTIVAL INVITES ANGELENOS TO TUNE INTO CULTURE AND CREATIVITY

Free indie art & culture concert event comes to historic La Brea Tar Pits Sunday the 25th.

Los Angeles, CA – September 8th, 2011 – On Sunday, September 25th, **TarFest** will return inspiration to one of LA's most coveted green spaces, the La Brea Tar Pits, with a stellar bill during their annual indie art and music celebration. Saint Motel, Everest, Obi Best, A House for Lions, InfanTREE, and Ash Panda will all take the stage during fall's favorite culture festival.

From 12-6 PM, all walks and ages will experience the concerts, live painting, art installations, and environmental sculpture, curated by Merry Karnowsky Gallery, LA Art Machine, and Los Angeles Art Association, that will permeate the landscape of Hancock Park, 5801 Wilshire Blvd. A children's art making tent and TarFest lounge and food trucks will also be spread throughout the park.

An opening reception will be held on Friday, September 16th from 6-9 PM at the Korean Cultural Center, 5505 Wilshire Blvd, to exhibit a diversity of original artwork, including drawing, painting, photography, video, mixed media, etching, and collage. Nancy Meyer, Curatorial Assistant, LACMA, has selected 35 works by 21 Los Angeles-based artists from over 200 artist submissions. This 9th Annual TarFest Juried Group Exhibition marks the fifth unique collaboration with LACMA's curatorial staff, producing partnership with the Los Angeles Art Association, and exhibition at the center.

TarFest is produced by LAUNCH LA, a nonprofit, social enterprise created to produce, manage, and direct events, programs, and exhibitions for the purpose of developing artist - audience relationships throughout important Los Angeles communities. A portion of TarFest proceeds will benefit the LACMA Next Gen Programming, which brings culture and creativity to youth and families.

TarFest is sponsored by Warner Brother Records, Olympia Medical Center, Beverly Center, Jakprints, BRE, Farmers Market, LA Weekly, HOH Creative Group, The Beverly Connection, The Grove, Kramer Law Group, Mary Karnowsky Gallery, LA Weekly, ArcLight Cinemas, IKEA, Voice Your Temper, LA Art Machine, Icelandic Glacial, Lagunitas Brewing Company, Jarritos, 99 Cents Only Stores, Secret Service Publicity, Krupa Consulting, Hoop It Up! Worldwide, and Keep

A Breast Foundation. Organization partners include: SRG Design, The Korean Cultural Center, Los Angeles Art Association, Miracle Mile Chamber of Commerce, LA Canvas Magazine, Park La Brea Apartments, Walter N. Marks Company, Union Bank, Red Bull, 5900 Wilshire Blvd., 5670 Wilshire Blvd., Dr Bernard Franklin, Dr. Jonathan Engel, UV Vodka and Whole Foods Market at 3rd & Fairfax.

For more information about TarFest, visit www.tarfest.com.

About TarFest & LAUNCH LA

TarFest is a premiere arts and culture event in Los Angeles produced by LAUNCH LA. Dozens of the nation's most distinctive emerging artists, performers, and cultural innovators come together to showcase their talents and ideas at historic and notable venues along the historic Miracle Mile. LAUNCH LA is a 501(c)(3) not-for-profit social enterprise created to produce, manage and direct events, programs and exhibitions for the purpose of developing artist - audience relationships throughout important Los Angeles communities. Passionate about promoting all contemporary art-forms and their hybrids, LAUNCH 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, LAUNCH strives to engage a broad cross section of Angelenos in cultural events that foster mutual understanding and creative expression.

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