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Louisville Kentucky

For Immediate Release

## **Kick-off Louisville's Fall Art Festival Season at the Big Four Arts Festival on September 9th & 10th, 2023**

**Louisville, KY - April 5, 2023** - The Big Four Bridge Art Festival is an annual event held in Louisville, Kentucky that celebrates the arts, bluegrass music, the scenic waterfront at Big Four Bridge, and local food and culture. The festival is named after the Big Four Bridge, the historic pedestrian bridge that connects Louisville to Jeffersonville, Indiana, and has become a popular gathering place for locals and tourists alike. The festival is presented by B4B & Design Web Louisville in support of Bridge Haven Health and takes place over the course of the two-day weekend after Labor Day, September 9th and 10th. The festival features over 150 national and local artists, live bluegrass music, gourmet food vendors, and hands-on fun and art activities for all ages.

The festival's mission is to promote the arts and unite the community in support of local health services provider Bridge Haven Health. The artists who participate in the festival come from all over the country and represent a diverse range of styles and mediums, including painting, sculpture, jewelry, pottery, and photography. Visitors to the festival can browse the art booths and purchase one-of-a-kind pieces directly from the artists themselves. A portion of the festival proceeds also go towards our emerging artist program, which provides a platform for new and young artists to showcase their work for the first time and connect with potential buyers and fans.

In addition to the art, the Big Four Bridge Art Festival features live music throughout the weekend. Local bands and musicians perform on a stage set up near the scenic Ohio River, providing a lively soundtrack for visitors as they explore the art and enjoy the festivities. The festival also features a variety of food vendors, offering everything from traditional festival fare, like gourmet kettle corn in every flavor, and fresh lemonade, to more eclectic options like vegan tacos, seafood, and adult beverages full of southern charm.

For children, the festival offers a range of activities and entertainment. There is a designated creative area where children can participate in hands-on art projects, play games, and enjoy live performances. The Pink Llama Petting Zoo features local farm animal ambassadors to meet and greet and provides Kentucky-centric entertainment and educational experiences for the whole family.

The festival's location on the Big Four Bridge adds an extra layer of excitement and beauty to the event. The bridge provides a stunning backdrop for the art and festivities, and visitors can take in panoramic views of the city and the Ohio River as they stroll across the historic structure.

The Big Four Bridge Art Festival is a wonderful example of how art and music can bring a community together to support a great cause. The festival is open to the public, and the reasonable \$5 entrance fee to benefit Bridgehaven Health and the Emerging Artist program makes it accessible to everyone in the Louisville area. By bringing together art, music, food, and entertainment, for these charitable purposes, the festival creates a vibrant and celebratory atmosphere that is truly unique.

Overall, the Big Four Bridge Art Festival is a must-see event for anyone in the Kentuckiana area who loves art, culture, and community. Whether you're a seasoned collector or simply looking for a fun way to spend a weekend with your family, the festival offers something for everyone. With its beautiful location, diverse range of artists, and lively entertainment, it is truly a highlight of the annual calendar in Louisville.

#### **About Design Web Louisville:**

Design Web Louisville is a local marketing agency known for delivering the best website design and website development in Louisville at a fraction of the cost of big agencies. By maintaining a low overhead and investing in the best local designers and developers, they can offer the best custom web design at the best prices so small businesses can afford to compete in an online world. At Design Web Louisville, we believe professionalism is always in style and that everyone should be able to afford high-quality marketing tools. We also believe in giving back to the community, and for every dollar we earn, we offer in-kind and pro bono service to local charities and beneficial community organizations.

#### **About Bridgehaven Mental Health Services:**

Bridgehaven provides the highest quality community based psychiatric rehabilitation and recovery services, education, and support to those living with mental illness. In 1955-56 The Louisville Section of the National Council of Jewish Women studied mental health needs in Kentucky. They identified a need for programs to help ease the transition from mental hospitals back to community participation. Bridgehaven was founded in 1958 as a result of this study, the first community program in Jefferson County, and only the third of its type nationally to serve people with psychiatric problems outside a hospital setting. A program that started with three clients and two staff, Bridgehaven's staff of Licensed Professional Art Therapists, Licensed Clinical Social Workers, Advanced Practice Nurses, Licensed Professional Counselors, Peer Specialists and administrative staff now offers programs up to six days a week for over 500 members annually.

#### **About B4B Promotions and the Big Four Arts Festival:**

B4B Promotions is the passion project of Louis Nunnolley, local business owner, philanthropist, and art lover. Lou is the powerhouse and visionary who makes the kick of the fall art festival season at the Big Four Arts Festival on the river possible, with his curated selection of food, live

music, animals, artisans, and magic.

The Big Four Arts Festival has been the most attended (20,000) two-day Event ever held in Louisville at Waterfront Park on the Big Four Bridge Lawn. The weekend following Labor Day, the 7th annual festival, September 9th & 10th, 2023, will be held on the lawn which consists of four acres of tree-lined walks overlooking the Ohio River, located at the Big 4 Walking Bridge. The Big 4 Walking Bridge has 25,000 people strolling it each weekend. The Festival is a two-minute drive from downtown Louisville and draws patrons from Southern Indiana as well as Louisville.

Such was the overall success of the Festival that Louisville's Convention & Visitors Bureau presented the Rose Award to the Festival for an event that is bringing so much commerce to Louisville! Louisville's Festival is known for its 150+ juried artists, EZ in-out access, spacious booth layouts, reserved parking for artists, and many artist amenities. With a proven multimedia campaign, we will produce record crowds again in 2023!

Big Four Arts Festival is a ticketed event (\$5) to benefit Bridgehaven Mental Health Services and the Emerging Artist program.

**Big Four Art Festival Short Summary:**

Kick off the fall art festival season at the Big Four Arts Festival on the river with food, live music, artisan demos, fun hands-on art, and the Pink Llama Petting Zoo.

Explore the work of over 150 juried local and national artists on the shady, tree-lined waterfront. Meet our local farm animal ambassadors at our family-friendly petting zoo and try your hand at your own work of art in the creative tent. Enjoy some of the best live local bluegrass music and gourmet festival food Louisville has to offer, all while watching the river roll by.

Presented by B4B & Design Web Louisville in support of Bridge Haven Health.

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