

Ventura's July 4th Street Fair celebrates our city's 150th birthday with a free parade, music, food, arts sales & children's activities



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For Immediate Release

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STREET FAIR: Ventura's 4th of July Street Fair continues a proud, 41 year tradition on Monday, July 4, from 10 am to 5 pm in Ventura's Downtown Cultural District. The Independence Day event draws 30,000 attendees for an arts & crafts showcase of 300 artisans along nine blocks of Main Street from Fir Street to Mission Park, plus children's activities, savory foods and four stages of live **ENTERTAINMENT** featuring:

PALM STREET STAGE

10:30-12:30 Unusual Suspects

2:00-4:00 Caliente

CALIFORNIA STREET STAGE

11:00-1:00 Raised on Vinyl

2:30-4:30 Bar B and the Ranch Hands

OAK STREET STAGE

11:00-3:00 Iron Mountain Boys

FIR STREET STAGE

10:30-11:30 Got Rhythm Dance & PAC

12:00-12:30 Barranca Vista Dancers

12:30-1:00 Channel Aire Chorus

1:30-3:00 Rhythm 805

3:30-4:30 Tom & Milo folk & blues duo

PARADE: Children and adults are invited to dress themselves, their bicycles and little red wagons in costumes to "Celebrate Ventura's 150th Anniversary" as the Pushem-Pullem Parade--sponsored by the Ventura East Rotary Club--assembles at Cemetery Memorial Park, Main & Crimea Streets, at 9:30 am to begin the parade down Main Street at 10 am. Participants receive a free commemorative button while supplies last.

FREE CITY HALL TOURS: Meet your guides, Richard Senate and Glenda Jackson, hourly in the Ventura City Hall Foyer, 501 Poli Street, from 11 am to 2 pm, for stories about the history, architecture and folklore of this landmark building.

VENTURA VISITORS BUREAU: Visit us at California & Santa Clara Streets for citywide information.

FUN FOR FAMILY & KIDS: Mission Park offers children a "fun-derland" of activities.

PARK & SHUTTLES: Park for free in the downtown parking structure, city lots or Ventura County Government Center where a free shuttle runs to the street fair every 30 minutes (no pets, except for service animals, or smoking allowed). Or take the FREE Downtown Trolley from Ventura Harbor Village, the AMTRAK stop or various downtown locations. Free bicycle valet parking is available from 10 am to 4:30 pm.

FREE: Admission to the event is free thanks to the City of Ventura Department of Parks, Recreation & Community Partnerships and presenting sponsor Ventura County Credit Union and these sponsors--Players Casino & The Patio, Downtown Ventura Organization/Partners, Ventura Harley-Davidson, Ventura County Star, Gold Coast Broadcasting and KDAR radio.

INFO: Visit www.cityofventura.net/streetfairs or contact Michelle Godoy-Morales at 805.654.7749.

Find this release on the city's website at www.cityofventura.net. ---##--

