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For Immediate Release

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Ventura's July 4th Street Fair is "Celebrating 40 Years" with free parade, music, food, arts sales & children's activities

STREET FAIR: Ventura's 4th of July Street Fair continues its proud 40-year-old tradition on Saturday, July 4, 2015, from 10 am to 5 pm in Ventura's Downtown Cultural District. The Independence Day event regularly draws 30,000 residents and visitors in a showcase of handmade arts and crafts by more than 300 artisans along nine blocks of Main Street from Fir Street to Mission Park, children's activities, savory foods and four stages of live **ENTERTAINMENT:**

PALM STREET STAGE

Sponsored by Ventura County Credit Union

10:00 – 10:45 Rin Kon Tiki

11:30 – 1:30 Raised on Vinyl

2:30 – 4:30 Cruise Knights

CALIFORNIA STREET STAGE

Sponsored by Players Casino & The Patio

10:00 – 12:00 Big Adventure

12:30 – 2:30 Unusual Suspects

3:00 – 5:00 Tempo Cats

FIR STREET STAGE

Sponsored by Cal Coast Motor Sports

10:30 – 11:00 Got Rhythm Dance & PAC

11:15 – 12:15 Channel Islands "Clippers"

12:30 – 1:00 Barranca Vista Dancers

1:15 – 1:45 Channelaire Chorus

2:30 – 4:30 Pier 101

MISSION STAGE

11:00 – 3:00 Iron Mountain Boys

PARADE: Children and adults and their bicycles and little red wagons are invited to dress up in their favorite outfits in a retrospective of themes from over the past 40 years for the Pushem-Pullem Parade sponsored by the Ventura East Rotary Club. The parade assembles at Cemetery Memorial Park at Main & Crimea Streets at 9:30 am and begins to parade down Main Street at 10am. Participants receive a free commemorative button while supplies last. This year's parade theme: "Celebrating 40 Years."

FUN FOR FAMILY & KIDS: Visit the Ventura Visitors Bureau (at California & Santa Clara St) for information on downtown Ventura. Mission Park offers children WOW "Jump Party" Inflatables and a City of Ventura Fire Department fire engine. The Downtown Rotary Club will sell fireworks tickets (10-2) at the information booth.

PARKING: Park for free in the downtown parking structure, city lots or at the Ventura County Government Center and enjoy the free shuttle - every 30 minutes (no pets, except for service animals, or smoking allowed). Or take the FREE Downtown Trolley from Ventura Harbor Village, AMTRAK or various stops downtown. The City of Ventura's Traffic Division offers a free bike corral and valet service on California & Santa Clara Streets (10am – 5pm).

FREE ADMISSION to the event is thanks to the City of Ventura Department of Parks, Recreation & Community Partnerships and presenting sponsor Ventura County Credit Union; as well as stage sponsors Players Casino, The Patio and Cal Coast Motor Sports; Main Street sponsors DNA Fitness, Downtown Ventura Organization/Partners, Pacific View Mall, Ventura Toyota and Ventura Harley-Davidson; and media sponsors B95.1 FM, 106.3 FM Nash Icon and the Ventura County Star.

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

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

Ventura Street Fair
4th of JULY 2015
40 YEARS
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