

Vendor applications now available online for Ventura's July 4th Street Fair



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For Immediate Release

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Vendor applications now available online for Ventura's July 4th Street Fair -- artists & crafters, food vendors and community & non-profit organizations

Artists and crafters as well as commercial and non-profit vendors may apply now until April 25 for the City of Ventura 4th of July Street Fair. Get guidelines and fill-and-save applications at www.cityofventura.net/streetfairs or call (805) 654-7749. A panel of experienced peers will judge artist and crafter applicants for the juried show according to the criteria listed in the guidelines.

ENTERTAINMENT DEADLINES: Community group performers may apply by April 1 (get applications at the website above). Community groups are defined as entertainers from non-profit organizations and not paid bands. Bands may submit a press kit to the Street Fair office by February 3 to be considered at one of the two stages.

The popular street fair – on Friday, July 4, 2014 from 10 am to 5 pm in Ventura's historic Downtown Cultural District – regularly draws 30,000 visitors and showcases the handmade arts and crafts of more than 200 artisans and organizations along a dozen blocks in a festive atmosphere of four stages of continuous live entertainment and scrumptious food. The street fair, one of the county's largest, runs down Main Street from Fir Street west to Ventura Avenue with exhibits continuing on these side streets: California and Oak Streets. Admission to the public is free with free shuttle bus service available from the Ventura County Government Center to the Street Fair.

A Pushem Pullem Parade, sponsored by East Ventura Rotary Club, starts at 10 am at Cemetery Memorial Park and ends at the Street Fair. Participation is free and the theme is "Honoring Our Heroes." Participants are encouraged to dress as their hero, superhero, military, and community member, Mom or Dad.

The City of Ventura's Department of Parks, Recreation & Community Partnerships / Office of Cultural Affairs and the Ventura County Credit Union present the 4th of July Street Fair, which celebrates its 39th anniversary in 2014.

More details at www.cityofventura.net/streetfairs or contact Michelle Godoy-Morales, 805.654.7749 (8 am-5 pm). Mail or visit: PO Box 99-501 Poli Street-Room 226, Ventura, CA 93002. Monday-Friday, 10 am to 5 pm, closed alternate Fridays.

This release is available at www.cityofventura.net. --###--