

CITY OF VENTURA
NEWS RELEASE

501 Poli Street
Ventura, CA 93001

For Immediate Release

June 18, 2018

Contact: Michelle Morales, 805-654-7749

Marianne Quiroz, 805-658-4724

City of Ventura 4th of July Street Fair & Pushem-Pullem Parade

The City of Ventura 4th of July Street Fair celebrates its 43-year-old tradition on Wednesday, July 4, 2018, from 10 am to 5 pm in Ventura's Downtown District, with the theme, "Ventura Strong". The Independence Day celebration will showcase handmade arts and crafts by more than 200 artisans along eight blocks of Main Street from Fir Street to Mission Park, plus children's activities, international foods and three stages of entertainment.

Children and adults are invited to dress up for the Pushem-Pullem Parade, sponsored by the Ventura East Rotary Club that assembles at Cemetery Memorial Park (Main and Crimea Streets) at 9 am and begins to parade down Main Street at 9:30 am. Participants will receive a free commemorative button while supplies last.

Visit the Information Booth on Main and California Street from 10:30 am-1pm to purchase tickets for the Ventura Fireworks Show & Family Picnic at Ventura College presented by the Ventura Rotary Club.

Returning this year, and greener than ever, the Street Fair will feature eco-friendly products, information and activities as the Community Environmental Council hosts the "Environment Education Street". A variety of electric cars will be on display and vendors will have information to educate citizens about how to conserve, protect, and sustain our planet. The City of Ventura Transportation Division will be hosting a Community Bike Ride on July 4th, that will begin at Arroyo Verde Park at 8:30 am and will travel four miles at a family-friendly pace to the Street Fair. Complimentary bike valet service will be available on California Street.

Park for free in the Downtown parking structure, city lots or the Ventura County Government Center and use the courtesy shuttle that runs to the Street Fair every 30 minutes (no smoking or pets allowed, except for service animals). Admission to the parade and Street Fair is free thanks to presenting sponsors, the City of Ventura Parks, Recreation & Community Partnerships Department and Ventura County Credit Union, as well as sponsors Ventura Harley Davidson, Players Casino, The Wharf, Ventura County Star, KHAY and Sports Radio 1450, KDAR Radio and Gold Coast Broadcasting.

For further details visit www.cityofventura.ca.gov/streetfairs. This release is available on the City of Ventura website www.cityofventura.ca.gov. --###--