



# NEWS RELEASE

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## First Friday Celebrates 2<sup>nd</sup> Anniversary with Street Festival October 1

LAS VEGAS – August 10, 2004 - The First Friday 2<sup>nd</sup> anniversary in the Arts District will be celebrated on October 1 from 6 to 10 p.m. with a street festival featuring bands, poets, dancers and painters of the Pacific Art Collective. The entertainers will travel from Los Angeles, San Francisco, Oakland, Santa Cruz and San Jose, California, to perform on the main stage, to be located on Colorado Avenue between 3<sup>rd</sup> Street and Main. The Arts District's 40+ galleries, studios and eclectic shops will be open for the evening to welcome the public.

The street festival will feature San Jose musical groups Life With Jonas, Delta Activity and Day One Symphony; Los Angeles singer, songwriter and keyboardist Krister Axel; poets Paradox of Oakland and Melissa Rose of Palo Alto; and dancer Tiffany Glenn of the San Jose Ballet. Chris Cowan of San Jose, and San Francisco artists Damon Soule, Sue Averell and Llane Alexis will paint at easels adjacent to the seating areas, enabling visitors to watch them work. William Rowan, Pacific Art Collective Art Director and Curator, will be master of ceremonies, and DJ Rick Preston of Santa Cruz will provide entertainment during the first hour of the event and throughout the evening. Food and beverages will be available for sale in the area.

The city of Las Vegas Arts Buses will offer free rides to all First Friday stops — Main Street at Boulder Avenue, Colorado Street at 3<sup>rd</sup> Street, Dust Gallery on Main Street between Colorado and California streets, Red Rooster Antiques on Western Avenue, Valentino's Zoot Suits at 6<sup>th</sup> Street and Charleston Boulevard, House of Style at 3<sup>rd</sup> Street and Charleston Boulevard and the Ice House on Main Street north of Garces Avenue — on their continuous route. Shuttles will provide free transportation to and from the Clark County Government Center free alternate parking site. These shuttles will stop at Colorado Street at 3<sup>rd</sup> Street, and Main Street at Boulder Avenue, as well as the government center parking lot.

Colorado Street between Main and 3<sup>rd</sup> streets will be closed to traffic. Limited valet parking will be available until full at the corner of Main Street and Boulder Avenue; additional valet parking sites are under consideration.

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Pacific Art Collective is a nonprofit arts organization focusing on events that create awareness for Pacific Regional cities' art districts and artists through cross-cultural education and live performances.

First Friday is coordinated by Whirlygig, a nonprofit arts organization dedicated to presenting events that help to educate the public and develop art and artists in the Las Vegas community. For more information on First Friday and a map of the Arts District, call Richard Hooker at the city of Las Vegas at (702) 229-5431, or go online to [www.firstfriday-lasvegas.org/](http://www.firstfriday-lasvegas.org/). For information on Pacific Art Collective performers, go online to [www.pacificartcollective.com/pslv04.htm](http://www.pacificartcollective.com/pslv04.htm), call (408) 298.0450, or e-mail [info@pacificartcollective.com](mailto:info@pacificartcollective.com).

**First Friday**  
**October 1, 2004**  
**Main Stage Schedule**

Master of Ceremonies: William Rowan

6 to 7 p.m.	Opening by DJ Rick Preston
7 to 7:30 p.m.	singer/songwriter/keyboardist Krister Axel
7:30 to 7:35 p.m.	poet Melissa Rose
7:35 to 8:05 p.m.	Life With Jonas band
8:05 to 8:25 p.m.	poets Paradox and Melissa Rose; dancer Tiffany Glenn
8:25 to 8:55 p.m.	Delta Activity band
8:55 to 9:10 p.m.	poets Melissa Rose and Paradox; dancer Tiffany Glenn
9:10 to 9:40 p.m.	Day One Symphony

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