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**NEWS RELEASE**  
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### **Environmental Awards, National Accolades and a Call For Artists**

**MUSKEGON, MI** – The Lakeshore Art Festival continues to take art and environmental stewardship to the next level. The 2017 Sustainability Report was just released and outlines ways that the festival continues to make progress towards a zero waste event. This year the festival piloted a new program which allowed guests to fill reusable cups at a free water station instead of buying water bottles. This program allowed for the reduction in consumption of approximately 640, 16oz. plastic water bottles.

The Lakeshore Art Festival continues to lead the way in creating an environmentally focused event. Food vendors are required to utilize compostable or post-consumer serving-ware, tons of waste are diverted from landfills through recycling and composting efforts and an environmental education booth is hosted in the Children's Lane. The festival's "Keepin' It Green" initiative was recognized by the Muskegon Area Sustainability Coalition with a 2017 Sustainability Champion Award. To review the complete 2017 Sustainability Report, visit:

([http://lakeshoreartfestival.org/images/pdfs/2017\\_Lakeshore\\_Art\\_Festival\\_resized.pdf](http://lakeshoreartfestival.org/images/pdfs/2017_Lakeshore_Art_Festival_resized.pdf)).

The Lakeshore Art Festival is 1<sup>st</sup> in the state of Michigan for Classic & Contemporary Craft Shows and ranked 27<sup>th</sup> in the nation by the Sunshine Artist Magazine which is known for high-quality content for the fine art and craft industry.

The festival is also in the running for the 2017 America's Best Art and Crafts Fair. You can help by voting for the Lakeshore Art Festival here: <https://www.surveymonkey.com/r/2017bestartfair>. Be sure to type in "Lakeshore Art Festival, Muskegon MI" where applicable. Lakeshore Art Festival was voted "Favorite Small Town Art Fair" in 2016.

"It has been our goal since the inception of the Lakeshore Art Festival to raise the bar on quality artists, unique event enhancements and artful community engagement. The recent recognition is bringing positive attention to the Lakeshore Art Festival and Muskegon both locally and nationally," commented Carla Flanders, Lakeshore Art Festival Director. "Now is the time where we recruit artists across the country to exhibit in the show. We are glad to see the influx of high-quality artists and crafters wanting to be part of this nationally recognized show!"

Fine Artists and crafters that want to register for the 2018 Lakeshore Art Festival can visit [www.lakeshoreartfestival.org](http://www.lakeshoreartfestival.org).

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### **About the Chamber**

The Muskegon Lakeshore Chamber of Commerce is the premier business membership organization on the lakeshore representing approximately 1,200 businesses and organizations. The Muskegon Chamber represents businesses of every size and type all over West Michigan. The Chamber is celebrating 120 years in operation working to sustain an environment for business success through community leadership, promotion, inclusive business advocacy and valued member services. The Muskegon Chamber is a three-time award winning Chamber, being named Chamber of the Year for the State of Michigan in 2006, 2010, 2012, and 2015 by the Michigan Association of Chamber Professionals.