

# PRESS RELEASE

## *ARTitorium on Broadway's HarvestFest*

**Idaho Falls, ID, September 18, 2018:**

ARTitorium on Broadway is excited to announce our first ever HarvestFest on September 29<sup>th</sup> from 10am to 4pm, which celebrates all things art and agriculture. This event is completely free to the public.

The event will take place on Shoup Ave. between Broadway and Market St., as well as throughout ARTitorium and will include opportunities to meet farm animals, explore a tractor, churn butter and more. Plus art activities like shaving cream sheep shearing, potato stamping, making 'real' Mr. Potato Heads, amongst others!

New Sweden Farms' Cow Train will be available for rides from 10am to Noon.

HarvestFest kicks off the themed month Ag October at ARTitorium and both the event and month are sponsored by ISDA/Idaho Preferred, Leadership Idaho Agriculture, Idaho Ag in the Classroom, and Food Producers of Idaho.

"The support of the Idaho Department of Agriculture has made HarvestFest possible and helped us take the spirit of Youth Jam into the fall," said Georgina Goodlander, Visual Arts Director of the Idaho Falls Arts Council, "Agriculture is a huge part of our region and we are excited to help kids and families explore it in new ways."

### *About the Idaho Falls Arts Council*

The Idaho Falls Arts Council is a private nonprofit organization which owns and operates: ARTitorium on Broadway, The Colonial Theater, and the Willard Arts Center. The mission of IFAC, in cooperation with other arts organizations, is to educate our community and enrich its quality of life by promoting, advocating and presenting a broad spectrum of visual and performing arts in eastern Idaho.

For questions regarding information contained in this release, please contact Amy Carr, Marketing Manager, at [acarr@idahofallsarts.org](mailto:acarr@idahofallsarts.org) or at 208-522-0471 x 108