



CONTACT INFORMATION

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For Immediate Release

THE 54th ANNUAL HALIFAX ART FESTIVAL

The 54th Halifax Art Festival has risen in attendance and notoriety to become **one of the most prestigious festivals in the Central Florida area**. As, the **second oldest continual festival in Florida**, the Festival is known for its elegance of venue and variety of affordable art.

This Festival is free to the public and **attracts over 30,000 people** from all over the state of Florida. This year, the Festival will take place on November 5 and 6, 2016. It's staged on historic Beach Street between the Riverfront Shops of Daytona Beach and the Halifax River. The City of Daytona Beach closes all weekend traffic on Beach Street to accommodate **over 230 artists** and the many shoppers.

The Festival has expanded to celebrate seasoned as well as emerging artists and craftsmen. There are two distinct exhibit areas. The **Fine Arts & Fine Crafts area** is juried, judged and eligible for over \$35,000 in prize money and Patron Awards. The **Crafts area** is juried but not eligible for award money. The art works in both areas are original creations and available for purchase.

The Museum Guild has always supported and rewarded young artists. Art students from kindergarten thru twelfth grade from the Volusia County public school system as well as area private schools are encouraged to enter the **Student Art Exhibit and Competition**. The student art will be on display on Saturday-11 a.m. to 5 p.m. and Sunday- 9 a.m. to 2 p.m. for public viewing.

The Student Art Reception and Awards Ceremony will be held at 2 p.m. Sunday afternoon. The winning art will then be displayed at the Museum of Arts & Sciences.

Our smaller artists can create their own masterpieces under the **"Little Van Gogh" tent** while friends and family watch. The Festival provides all art supplies free to each child.

International street cuisine, food trucks, and good old-fashioned festival food will be featured for the hungry festival attendees. Beach Street cafes and restaurants will be open with festival specials with **live entertainment** both Saturday and Sunday.

The 54th Halifax Art Festival is presented by the Guild of the Museum of Arts & Sciences in partnership with the Bank of America and sponsored in part by the Daytona Beach News-Journal, Daytona Auto Mall, Halifax Area Advertising Authority, Daytona Beach Downtown Development Authority (DDA), the Riverfront Shops of Daytona Beach, the City of Daytona Beach, Ormond Magazine, Zappi's Italian Garden, Lamar, the Cultural Council of Volusia County and The Ponce Inlet Women's Club.

The Museum of Arts and Sciences is designated a 501(c)3 tax-exempt charitable organization, Pursuant to Chapter 212, Florida Statutes. Florida Registration #CH-1851. The Festival is the Guild's major fundraiser for the Museum of Arts and Sciences and also benefits its Charles and Linda Williams Children's Museum and the Cici and Hyatt Brown Museum of Art.

For artist applications go to www.zapplication.org or for information: www.HalifaxArtFestival.org or email: HalifaxArtFestival@gmail.com.



About the MOAS Guild - The Members of the Guild are an incredibly dynamic group whose mission is to promote the welfare of the Museum through its many programs and activities. The Guild offers members many opportunities to use their skills by working on many projects including The Halifax Arts Festival and The Festival of Trees. They also organize informative monthly meetings, social events and field trips, which offer an opportunity to get acquainted with like-minded people who have a common goal.



About the Museum of Arts & Sciences - The Museum of Arts & Sciences (MOAS) is the primary art, science and history museum in Central Florida. The area's largest museum, MOAS is nationally accredited by the American Alliance of Museums and is a Smithsonian Institution Affiliate. Located on a 90-acre Florida nature preserve, the 100,000 square foot facility is host to over 30,000 objects including the Dow Gallery of American Art, one of the finest collections of American art in the Southeast, the Cuban Foundation Museum showcasing one of the most significant collections of Cuban paintings in the United States, the Schulte Gallery of Chinese Art, the Bouchelle Collection and Gallery of Decorative Arts, the largest and most comprehensive collection in the South, and the Root Family Museum featuring restored railroad cars, antique automobiles and the largest collection of Coca-Cola® memorabilia in Florida. The Helene B. Roberson Visible Storage Building exhibits thousands of objects from many donors which are owned by the Museum, while the Linda and Williams Children's Museum presents an interactive experience for children. The Gillespy Gallery of Sub-Saharan African artifacts, a new state-of-the-art planetarium and the Cici and Hyatt Brown Museum of Art showcasing the largest collection of Florida-based art in the world, rounds out areas to explore inside the Museum of Arts & Sciences.

Museum Hours are 10am-5pm (Monday-Saturday) and 11am-5pm (Sunday). Museum of Arts & Sciences admission is \$12.95 adults; \$6.95 children 6-17; \$10.95 seniors and students; members and children 5 and under are free. Daily Planetarium shows and weekly laser shows. Museum of Arts & Sciences admission includes one Planetarium show. Cici and Hyatt Brown Museum of Art admission is \$10.95 adults; \$4.95 children 6-17; \$8.95 seniors and students; members and children 5 and under are free. Combo ticket admission is \$18.95 adults; \$9.95 children 6-17; \$16.95 seniors and students; members and children 5 and under are free. Combo ticket admission includes on Planetarium show. Additional Planetarium shows are \$5.00 for adults and \$3.00 for children ages 17 and under. Parking is free. Admission is FREE for Volusia County residents the first Tuesday of each month (does not include Planetarium shows). MOAS is fully accessible to the handicapped. MOAS is located at 352 S. Nova Road, Daytona Beach, Florida 32114. For more information call 386.255.0285 or visit the website www.moas.org.

MOAS is a not-for-profit educational institution founded in 1955 and chartered by the State of Florida in 1962. The Museum is accredited by the American Alliance of Museums and is an affiliate of the Smithsonian Institution. Programs sponsored in part by the State of Florida, Division of Cultural Affairs, and the County of Volusia.

Exhibits and dates subject to change.