

**PRESS RELEASE: FOR IMMEDIATE DISTRIBUTION**

## **Art, Music & Family Fun: Fall River Arts Festival Takes Over Downtown May 10<sup>th</sup>**

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(FALL RIVER, MA – April 14, 2025) – On Saturday, May 10<sup>th</sup> the 5<sup>th</sup> annual **We HeART Fall River Festival** will take place in Downtown Fall River from 12pm – 4pm. This family-friendly arts festival is free to attend and will take place on the south side of the Government Center along Sullivan Drive and include vendors, food trucks, live entertainment, arts activities, and community resources.

This annual community festival invites attendees to come together in a unified celebration of the power of the arts and culture to make a difference and to change our lives and our City for the better. The event is presented by the **Fall River Arts & Culture Coalition (FRACC)** and **Viva Fall River**, in partnership with **The City of Fall River**, **The Narrows Center for the Arts**, and the **Fall River Farmers & Artisans Market**, and is financed in part by Bristol County, through the American Rescue Plan Act, and grants from the Mass Cultural Council (MCC) and the Fall River Cultural Council, a local agency which is supported by the MCC, a state agency; with additional support from the Office of Bristol County District Attorney Thomas M. Quinn III.

More information about the event can be found at [vivafallriver.com/WHFR-2025](http://vivafallriver.com/WHFR-2025) or at [www.thefracc.org/we-heart](http://www.thefracc.org/we-heart).

The We HeART Fall River Arts Festival is once again pleased to be a part of [ArtWeek SouthCoast](http://artweeksouthcoast.org), a 10-day celebration (May 8-18) of the place and presence of the arts in our communities. Visit [artweeksouthcoast.org](http://artweeksouthcoast.org) for more information on events around the SouthCoast, from Wareham to Fall River!

### **\*\*\*\*SCHEDULE OF EVENTS\*\*\*\***

- **MAKERS MARKET**

A nod to the maker spirit of the City, the Fall River Farmers & Artisans Market will showcase over 25 of the area's "artrepreneurs," offering a variety of items for sale. From original artwork and hand-made décor to body care, jewelry and clothing, this Market is the perfect place to get a unique gift for Mother's Day AND support a local artisan. A full list of participating artisans will be posted on the Facebook event page.

- **FALL RIVER EATS! FOOD TRUCKS & MORE**

The event will include a diverse array of local food truck favorites, including **BBQ Y Mas**, **Blount Clam Shack Food Truck**, **Kona Ice of Taunton**, **Mac N Cheese Please**, **Pop's Mobile Brick Oven Pizza**, **Tacofied**, and **What's Up Cupcake**. The area will also showcase 2 of the city's small businesses, **Bun Buds** and **Mario's Lebanese Bakery**, and a local business from Westport, **Brownell's Bakery**, all of whom will be serving their signature foods.

**BIERGARTEN:** For the 4th year, **Troy City Brewing** will be selling their local craft brews from 12-4pm. 21+ only.

- **LIVE ENTERTAINMENT**

Sullivan Drive will come alive with the sound of music, featuring a lineup of FREE live performances. Guests are welcome to bring chairs or blankets and settle in for the show.

**12:45 – 1:45pm OPENING ACT: Tori Costa**

Infusing Portuguese folk & Americana roots into a global pop/rock palette of sound, **Tori Costa** crafts a niche fusion of Luso-Americano rock that is genre-bending, exotically enchanting, and deeply nostalgic, while also remaining entirely her own creation. Tori's Azorean heritage and southern New England origins are evident throughout her lyrical themes and musicalities.

**2:00 – 4:00pm HEADLINER: Neal & The Vipers**

The Narrows Center for the Arts presents **Neal & The Vipers**, a Rhode Island-based band that have been performing jaw-dropping, high energy shows to their loyal fans for over 30 years! Playing "American Roots Music" encompassing blues, rock & roll, rockabilly, and surf, entertaining fans everywhere, the band has shared the stage with several music legends such as B.B. King, Roy Buchanan, John Lee Hooker, Bonnie Raitt, Albert Collins, Greg Allman, Jimmy Vaughan, Stevie Ray Vaughan, Willie Dixon, Johnny Copeland, Robert Plant, and The Fabulous Thunderbirds.

- **ALL AGES ACTIVITIES**

Come and explore the best activities and organizations that the South Coast has to offer! Learn more about what's going on in your community and engage in free kids activities, art projects, giveaways, and LOTS of fun things to do!

**12:30 – 1:30pm: BIG Bubbles Show with The Bubble Guy, Vinny Lovegrove**

**12:00 – 4:00pm: Free Caricatures with Boston Caricature**

**12:00 – 4:00pm: Free Photo Booth with Funfotos2go**

**2:00 – 4:00pm: Dinosaurs! Photo Ops and Fun with Tony Medeiros Entertainment**

**Local community and arts organizations will also host craft and art activities at their tables;**

participating organizations include: Children's Museum of Greater Fall River, Community Autism Resources, Inc., Community Connections, Department of Children & Families Foster Parent Recruitment, FRACC (Fall River Arts & Culture Coalition), Fall River Pride Committee, Fall River Public Library Bookmobile, Fall River YMCA, MassNOW, Peaceful Petals Sensory Bus, People Incorporated, SouthCoast Creative Arts Lab, South Coast LGBTQ+ Network, The Trustees Mobile Adventure Van, and Viva Fall River.

- **CHILDREN'S BOOK WEEK CELEBRATION**

This year's Festival will join in celebrating **Children's Book Week**—the nation's longest-running celebration of books for young readers and the joy of storytelling—with a magical, immersive experience for children and families.

With support from Office of Bristol County District Attorney Thomas M. Quinn III, the Atrium of the Fall River Government Center will be transformed into interactive storybook zones, where beloved children's book characters will step off the page and into real life. These engaging areas will not only

delight young readers but also spark imagination, promote literacy, and inspire thoughtful conversations about the positive themes explored in their favorite books. Through storytelling, live interactions, hands-on activities, and fun giveaways, the Festival will bring the power of reading to life in a fun and meaningful way.

- **Story Safari Zone with the Fall River Public Library**

- **12:00 – 2:00pm:** Children’s Services Director **David Mello** will read a variety of beloved jungle-themed books, including selections from Dr. Suess and Shel Silverstein, and lead children in making a variety of safari crafts.
- **2:00 – 4:00pm:** Volunteers from the local community will read additional selections and kids can engage in playing jungle-themed games.

- **We Love Local Authors!**

Meet the storytellers from your own backyard! This special area features fun readings and activities with local authors who bring homegrown tales to life.

- **12:00 – 1:00pm:** Author **Joanie Woodward** will read her delightful book *Seven Little Monkeys* and lead a “laughing yoga” session, as well as guide kids in a fun coloring activity.
- **1:00 – 2:00pm:** Teen author **Avery Motta**, a student at B.M.C. Durfee High School, will share excerpts from her debut novel *In the Game* and take part in a moderated conversation about her path to becoming a published writer. She will also lead kids in their own story-writing activity.
- **2:00 – 3:00pm:** Award-winning illustrator **Nicole Wong** will read one of the many children’s books she’s brought to life with her vibrant artwork. She’ll chat with kids about what it’s like to be an illustrator—turning words into pictures—and guide them through a fun, hands-on drawing activity of their own.

- **The Storybook Kingdom with A Piece of Cake Parties**

Step into a world of wonder where storybooks come to life! Costumed characters bring beloved tales off the page with live readings, playful interactions, photo ops, and fairytale fun for all ages.

- **12:00 – 1:00pm: Queen Elsa from Frozen**
- **1:00 – 2:00pm: Dino Ranger**
- **2:00 – 3:00pm: Mickey Mouse**
- **3:00 – 4:00pm: Bluey**

- **DRAW! with SketchyGO!chie**

Unlock your creativity with SketchyGO!chie DRAW!, a hands-on digital art program designed for kids and young adults (ages 7+). They will lead a fast-paced, fun-filled drawing session where kids tackle the same art prompt in small groups (15–20 minutes per round). As spots open, new artists can jump in and get sketching!

Whether you're into Sonic, Mario, or a mash-up of both, get ready for guided drawing fun with a creative twist. Participants can download their masterpieces after the session—and walk away with some awesome giveaways too!

## **PARKING INFORMATION**

Free parking will be available in the following locations:

- Open lot at 138 Third St. (across from the Third Street Parking Garage)

- 329 Central Street
- Street Parking

More information about the event can be found at [vivafallriver.com/WHFR-2025](http://vivafallriver.com/WHFR-2025) or at [www.thefracc.org/we-heart](http://www.thefracc.org/we-heart).

**LIST OF ARTS ORGANIZATIONS AND PERFORMERS (alpha order):**

A Piece of Cake Parties  
 Avery Motta  
 Boston Caricature  
 Fall River Public Library  
 Funfotos2go  
 Children's Museum of Greater Fall River  
 Joanie Woodward  
 Neal & The Vipers  
 Nicole Wong  
 SketchyGOlchie  
 The Bubble Guy, Vinny Lovegrove  
 Tony Medeiros Entertainment  
 Tori Costa

**LIST OF FOOD TRUCKS/BEVERAGE (alpha order):**

BBQ Y Mas  
 Blount Clam Shack Food Truck  
*Brownell's Bakery - Local Small Business*  
*Bun Buds – Fall River Small Business*  
 Kona Ice of Taunton  
 Mac N Cheese Please  
*Mario's Lebanese Bakery - Fall River Small Business*  
 Pop's Mobile Brick Oven Pizza  
 Tacofied  
 Troy City Brewing  
 What's Up Cupcake

**LIST OF COMMUNITY ORGANIZATIONS/RESOURCES (alpha order):**

Children's Museum of Greater Fall River  
 Community Autism Resources, Inc.  
 Community Connections  
 Department of Children & Families Foster Parent Recruitment  
 Fall River Arts & Culture Coalition (FRACC)  
 Fall River Pride Committee  
 Fall River Public Library Bookmobile  
 Fall River YMCA  
 MassNOW  
 Peaceful Petals Sensory Bus  
 People Incorporated  
 SouthCoast Creative Arts Lab

South Coast LGBTQ+ Network  
The Trustees Mobile Adventure Van  
Viva Fall River

**About Fall River Arts & Culture Coalition (FRACC):**

The Fall River Arts & Culture Coalition is dedicated to promoting and supporting the vibrant arts and cultural community in Fall River, MA. FRACC is a collaborative, member-based organization dedicated to advancing arts and culture to create a vibrant, inclusive, and sustainable creative economy in Fall River. We provide grants, partner to host community events, and are involved in public art projects across the city. FRACC is a committee of the One SouthCoast Chamber. Learn more online at [thefracc.org](http://thefracc.org) and follow us on Instagram and Facebook for the latest news and updates.

**About Viva Fall River**

Viva Fall River is a creative economy initiative whose mission is to draw on the City's unique assets to foster economic revitalization, support community engagement, inspire a vibrant arts scene, and elevate the profile of the City as a premier South Coast destination. Viva Fall River works closely with the City government and many community partners to find sectors of collaboration that bolster the local, post-pandemic economy. Visit us online at [vivafallriver.com](http://vivafallriver.com) or on Facebook or Instagram @VivaFallRiver.

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