

**PRESS RELEASE: FOR IMMEDIATE DISTRIBUTION**

**Fall River Celebrates Art & Culture! *We HeART Fall River* Festival Brings Free Family Fun to Downtown May 13th**

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(*FALL RIVER, MA – April 24, 2023*) – On Saturday, May 13<sup>th</sup> the 3<sup>rd</sup> annual **We HeART Fall River Festival** will take place in Downtown Fall River from 11am – 3pm. This family-friendly event 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**, with support from the Mass Cultural Council and the Fall River Cultural Council.

**\*\*\*\*SCHEDULE OF EVENTS & AREAS\*\*\*\***

- **MAKERS MARKET** on Old Second Street, pedestrian walkway located between Third St. and Sullivan Dr. // Hours: 11am – 3pm

A nod to the maker spirit of the City, this Market will showcase 40 of the area's "artpreneurs," 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. (Full vendor list attached and posted [online](#).)

Local band **Roots Run Wild** will also perform from 11am – 1pm in the Makers Area.

- **FALL RIVER EATS! FOOD TRUCK AREA**

The event will include a diverse array of local food truck favorites, including **What's Up Cupcake, Green Jar Cocina, Pop's Mobile Brick Oven Pizza, JQ Cheesesteaks**, and **Del's Lemonade Somerset**. The area will also showcase 2 of the city's small businesses, **Mario's Lebanese Bakery** and **Hong Meas Restaurant**, which will be serving their signature cultural food.

- **LIVE ENTERTAINMENT**

Fall River's creative and talented community will take center stage on Sullivan Drive with performances from 11am – 12:45pm:

**11:00AM BMC Durfee High School Jazz Band**  
**11:20AM 8 & One Dance Company**  
**11:40AM SouthCoast Creative Arts Lab musical performance**  
**12:00PM Fall River YMCA Family Zumba**  
**12:20PM Artistic Dance Studio**

The headlining musical performance will take place from 1-4pm. The Narrows Center for the Arts presents **Colby James and the Ramblers**. People are free to bring chairs or blankets to watch the performance.

For the 2<sup>nd</sup> year, **Troy City Brewing** will be onsite selling their local craft brews from 12-4pm. 21+ only.

- **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!

<b>11AM – 12:30 PM</b>	<b>Meet Mario from Super Mario Bros.</b>
<b>11AM – 1:30PM</b>	<b>Citizen for Citizens Grocery Giveaway</b>
<b>11AM – 3:00PM</b>	<b>Face Painting</b>
	<b>Live Art by John Almeida</b>
	<b>Free Photo Booth with Fun Fotos to Go</b>
	<b>Chalk Art with Wendy</b>
<b>1:00 – 3:00PM</b>	<b>Big Bubble Fun, Magic with Professor Tony Baloney</b>

Local community and arts organizations will also host craft and art activities at their tables; participating organizations include: **Children’s Advocacy Center of Bristol County, Children's Museum of Greater Fall River, Department of Children and Families, Fall River Arts & Culture Coalition, Fall River Arts Project, Fall River Comprehensive Treatment Center, Fall River Deaconess Home, Fall River Public Library, Fall River YMCA, Mass Audubon, People Incorporated, SER-Jobs for Progress, Inc., SourceHub, South Coast Creative Arts Lab, Southcoast Health, and The Trustees.**

More information about the event can be found at [www.fallriverartsandculturecoalition.org/we-heart](http://www.fallriverartsandculturecoalition.org/we-heart) and on Facebook at [bit.ly/WHFR2023](https://bit.ly/WHFR2023).

We HeART Fall River is once again pleased to be a part of [SouthCoast Spring Arts](http://SouthCoastSpringArts.org), a 10-day celebration (May 5-14) of the place and presence of the arts in our communities. Visit [southcoastspringarts.org](http://southcoastspringarts.org) for more information on events around the SouthCoast, from Wareham to Fall River!

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**About FRACC’s** membership is composed of over 170 committed individuals, including artists, craftspeople, creatives, and representatives from a wide variety of organizations and civic groups who recognize and believe in the power of arts and culture to bolster local economies and spur revitalization. There is no fee to join, and [monthly meetings](#), which are open to all, are held on the 2nd Monday of each month at 5 PM at rotating member locations. Visit us on Facebook or Instagram [@f\\_r\\_a\\_c\\_c](#).

#### **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](#).

**LIST OF VENDORS, Makers Market:**

Ani Ron Treasures

ANI's Crochet

B&E T-shirts and more

Bags by BB

Bubble Babies

Coco's Custom Creationz

Courtney's Bath and Body Creations

Crystals Handcrafted Soaps & More

Ever After Storybook Entertainment

Fat Hair Care

Goodnight Crafts

Hang On Design

Hearts & Hugs Clay Creations

Infinity Wreaths

Jami's Soy Candles

Janet Lourenco Art

JD Craft & Design

Jesi's Jewels

Joan's Beachy Jewelry

Kechua World

Knotty or Nice Knits

Lafleur's Honey

Life With Rainbows

LUMLifeArt

M&S Candles

Missfire

My Sweet Alibi

Pet Wants Newport

Pinch of Fancy LLC

Rachel's Reaths

Rose Colored Glasses LLC

S & A Healthy Pets

Sammie B Designs

Slj Jewelry Design

Spoonful of Sparkles

The Merch And Stuff

These Two

Thinking Out LOUD Gifts

Wood 'N Roses