



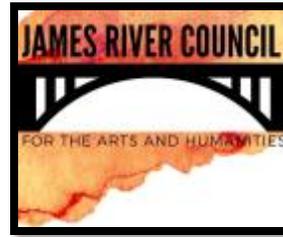
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FOR IMMEDIATE RELEASE

Lynch's Landing to Organize First Fridays Moving Forward

Lynchburg, Virginia—First Fridays Lynchburg, a popular monthly event for art-lovers in the downtown area, is changing hands. Beginning on April 7, 2017, First Fridays will be managed once again by Lynch's Landing.

Over the last two years, First Fridays has been managed by the James River Council for the Arts and Humanities, who grew the event through social media, a new website and coordination with local arts organization and businesses. With the new addition of a full-time events manager, Lynch's Landing is now poised to expand on that success with additional features in the coming months.

Occurring on the first Friday of every month and starting at 5 p.m., First Fridays is a one-of-a-kind cultural event highlights local artists, performers, exhibits, and more. Many art galleries remain open for extended hours and waive admission fees to encourage visitors to stop in. New exhibits and special performances also tend to launch in conjunction with First Fridays.

“First Fridays aligns perfectly with Lynch's Landing mission: to promote a strong, vibrant, and welcoming downtown. First Fridays is a well-established Lynchburg tradition, and we look forward to continuing that tradition, while adding some new promotional and programming elements that will create a more exciting downtown experience for visitors,” Executive Director Ashley Kershner said.

First Fridays' primary purpose is to highlight the organizations and spaces that are bringing local, regional, and even national art to the Lynchburg community. By aligning this popular event under the Lynch's Landing umbrella, even more focus can be placed on Downtown as a whole, thus creating a new and ever-expanding tradition of art, culture, dining, and shopping. Longterm goals for the event include continuing to

increase community awareness and engagement, while also working with local businesses to extend their hours and create a more comprehensive Downtown experience. Organizers also hope to build on the event throughout the year, possibly even hosting live music and outdoor beer gardens to enhance the overall experience.

“We’re excited to transition First Fridays back to Lynch’s Landing, where it can continue to grow and evolve,” said Jennifer Woofter, President of the James River Council for the Arts and Humanities. “We’re proud of the work that the Arts Council has done to engage local arts organizations and build community awareness of the event, and getting the local business community more involved is a natural next step. We expect to work closely with Lynch’s Landing during the transition, to ensure that First Fridays continues to be a wonderful event for arts lovers throughout the region.”

About Lynch’s Landing Foundation

Lynch’s Landing is a non-profit organization dedicated to an engaging and vibrant downtown; it works to educate the community on why downtown revitalization makes economic sense and to create opportunities and events for increased business in Downtown Lynchburg. For over two decades, the organization and the City of Lynchburg have worked together to sustain and develop Downtown Lynchburg and the riverfront as a vital economic, cultural, recreational, residential, and historic center for our community. Find more information at www.downtownlynchburg.com.

About the James River Council for the Arts and Humanities

The mission of the James River Council for the Arts & Humanities (JRCAH) is to cultivate relationships and resources critical to a thriving cultural community in Central Virginia through advocacy, marketing, publicity, networking, and collaboration. We are committed to inclusivity and transparency in our endeavors. Learn more at www.jamesriverarts.net.

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