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### **CMF Outdoor Museum celebrates fifth anniversary, with 10 visual artists to create new work**

CINCINNATI (July 12, 2024) – P&G, the long-time presenting sponsor of the Cincinnati Music Festival (CMF), ArtsWave, the engine for the arts and the Cincinnati/Dayton division of Kroger, have teamed up again to create the fifth annual CMF Outdoor Museum, kicking off with a live painting event on Friday, July 19. The artwork will stay in Washington Park until the end of the month, when it will move to Court Street.

The CMF Outdoor Museum, an outdoor public art exhibition, will feature works from ten local visual artists, all drawing inspiration from the Cincinnati Music Festival's culture and music. The artists will create their artwork live at Washington Park. ArtsWave, through the community's support of the 2024 ArtsWave Campaign, will fund the artist fees and curation.

**Members of media outlets and the community are invited to stop by and witness live painting by the artists on Friday, July 19, from 3-8 p.m. in Washington Park.**

Artist Nytaya Babbitt curated this year's CMF Outdoor Museum. Originally from Jackson, Mississippi, Babbitt is a Cincinnati-based multidisciplinary artist working to foster a healthy community. She believes connecting and understanding means providing spaces that are initially uncomfortable, because vulnerability and empathy form a connection that lasts. Babbitt believes in communication, decisiveness and commitment to community service.

CMF Outdoor Museum visitors will enjoy musical entertainment starting at 7 p.m. thanks to the Friday Flow concert, presented by P&G featuring Ruff Endz. It's all part of "Road to CMF," a series of events leading up to the annual festival.

The Cincinnati Music Festival, presented by P&G, takes place the following weekend, July 25-27, with a stacked lineup headlined by Maxwell and New Edition. Before the music on Saturday, an unveiling ceremony will reveal the newest inductees to the Cincinnati Black Music Walk of Fame at The Banks. The star-studded (and FREE) annual event honors the MANY prolific artists that call Cincinnati and Southeast Ohio home. Be sure to wear your best white outfit, as is tradition.

The CMF Outdoor Museum, “Road to CMF” Friday Flow concert and Black Music Walk of Fame Induction Ceremony are all free and open to the public. For more information on this year’s CMF Outdoor Museum, visit [artswave.org/CMF](http://artswave.org/CMF).

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### **About the Cincinnati Music Festival**

The Cincinnati Music Festival began in 1962 and is one of the largest music festivals in the United States attracting over 90,000+ people from around the country with its roster of leading R&B, jazz, soul and hip-hop artists creating an economic impact of \$107 million for Cincinnati. CMF is held at Paycor Stadium in partnership with the Cincinnati Bengals.

ArtsWave, the local nonprofit arts agency serving the Greater Cincinnati and Northern Kentucky region, is the engine for the arts. Its roots stem back to the late 1920s when the Cincinnati Taft family provided initial investment matched by community support. In the late 1940s, it established the first United Arts Fund in the nation and, in the mid-1970s, the first organization to initiate workplace giving for the arts. ArtsWave continues to innovate while leading, as illustrated by its No. 1 rank nationally in community arts fundraising, coordination of a sector-wide Blueprint for Collective Action, piloting of new technologies to maximize arts engagement and development of resources for the arts. Each year, ArtsWave raises millions of dollars from tens of thousands of donors — corporations, employees, foundations, residents and others — to support more than 150 arts organizations, projects and artists. This year, ArtsWave raised a record \$12.5 million through its yearly campaign from individuals, businesses and foundations to further the region’s strategic growth goals. Donations can be made at [artswave.org/give](http://artswave.org/give).

### **About Cincinnati/Dayton Kroger Division**

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