



For Immediate Release

**LET IT SHINE - PARADE RETURNS AS PART OF BLINK
OPENING CEREMONY, COMMUNITY GROUPS INVITED TO
APPLY TO PARTICIPATE**

Applications are due by August 4, 2024



October 17, 2024 - October 20, 2024

Cincinnati, Ohio

BLINKcincinnati.com

Cincinnati, OH (May 22, 2024) – The streets of Cincinnati will once again come alive with a procession of light and creativity this fall. Organizers of BLINK®, illuminated by ArtsWave, announce the return of its kickoff parade this fall, share insight into a new theme, and an open invitation / public call for community organizations, cultural groups, and local artists to submit participation ideas. Applications for groups to participate are now open.

RETURN OF THE PARADE

The "Let It Shine!" BLINK 2024 Parade continues the tradition of welcoming in the nation's largest light and art event with a procession of mesmerizing artistry, joy and community spirit.

Scheduled to take place on Thursday, October 17, 2024 at sundown, the "Let It Shine!" BLINK 2024 Parade is set to feature an enchanting and diverse procession of artists, youth and cultural groups, artist institutions, community organizations, and more adorned in illuminated sculptures, larger-than-life puppets, dazzling performers, and glowing costumes.

Free for all and showcasing thousands of community participants, the parade has become a cherished tradition and an official marker of the multi-day public art celebration.

“BLINK represents a call to unleash our city’s creativity, innovation and imagination,” says Justin Brookhart, Executive Director of BLINK. “We want everyone to see themselves reflected in BLINK, providing a platform for diverse organizations to showcase their unique contributions. The parade, with its focus on art and light, allows different types of groups to create stunning displays and performances. We are excited to welcome the best of the Cincinnati region to celebrate and contribute to this radiant tapestry of our collective imagination.”

2024 OPENING CEREMONY AND PARADE THEME

Let It Shine! signifies a call to embrace our inner light, express and share our light openly and authentically, to come together as a community, and together, overcome challenges with resilience and pride.

“This year’s theme, ‘Let it Shine,’ speaks to the struggle and resilience needed to overcome incredible challenges,” says Marie Krulewitch-Browne, parade organizer and Founder of *ish*. “Throughout history, the arts have been a powerful tool in navigating differences and expressing our deepest emotions. Now, more than ever, arts and cultural rituals are essential for our healing. We invite all community groups to join us in this parade, to let their light shine, and to contribute to a collective celebration of our strength and creativity.”

The Let It Shine! theme will be felt throughout all of Thursday’s Opening Ceremonial activities.

“You know that extra sparkle that you feel radiating throughout the city during BLINK? We believe that’s the collective power of each and every person letting their individual light shine. It’s so powerful when we all come together in positivity. It’s that feeling of us all uplifting each other and welcoming in this multi-day public art celebration with love, joy and optimism that we want to harness and put on display.” said Krulewitch-Browne.

CALL FOR PARADE PARTICIPANTS

Parade applications can now be submitted [here](#).

Applications are open through August 4, 2024.

Groups are asked to “Let It Shine!” by applying with:

- Light-based Costumes
- Human-powered Floats & Kinetic Sculptures
- Lighted Puppets & Props
- Performance (Dance, Theatrical, Band)

Visit blinkcincinnati.com for further details regarding parade participation, opportunities for community workshops, and more. The parade route will be announced closer to the event. For the latest updates, visit blinkcincinnati.com and follow BLINK on social media.

Full application details are available by visiting blinkcincinnati.com.

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About BLINK

BLINK, Illuminated by ArtsWave, is an unforgettable four-day, 30-city block, outdoor art experience that unites street art, projection mapping, light-based installations, and music.

Not only does the event speak to the dynamic evolution of the Cincinnati art community, it calls upon the city’s deep roots in supporting the arts. BLINK is illuminated by ArtsWave, the first and largest community campaign in the nation and the primary way that Cincinnati funds its arts. When tens of thousands of people and hundreds of companies give to ArtsWave, they support 150 cultural organizations and projects each year

like BLINK that make our region vibrant. Donations to BLINK and other arts projects and organizations can be made at artswave.org/give.

BLINK is produced and curated by its Executive Partners - the Cincinnati USA Regional Chamber, AGAR, and the Haile Foundation, and produced in conjunction with its Partners ArtWorks, Cincy Nice, and ish - to provide opportunities for regional artists and bring in global creators all in the pursuit of a stronger community.

About ish

ish is a Cincinnati-based community engagement organization centering arts, creativity and Jewish culture as a platform for creating intentional connections and belonging. Learn more at ishfestival.org.



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