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CMF Outdoor Museum reinforces return of live music festival with concurrent plein air painting in the stadium and at Washington Park

CINCINNATI (July 18, 2022) — P&G, the presenting sponsor of the Cincinnati Music Festival (CMF), ArtsWave, the engine for the arts and the Cincinnati/Dayton division of Kroger, long-time CMF supporter, have joined together to create the third annual CMF Outdoor Museum which will happen Saturday, July 23, in celebration of the return of the in-person music festival, featuring headliners Janet Jackson and Charlie Wilson.

The CMF Outdoor Museum, an outdoor public art exhibition will feature works from 15 local artists of color, all focused on the theme of “Feels like CMF.” The exhibition will be developed at Paul Brown stadium Saturday night through five local artists taking a plein air approach to capturing their interpretation of what they are seeing, with a focus on both the crowd and main stage. Ten additional local artists will create their artwork from 10 a.m. to 4 p.m. at Washington Park, capturing the city skyline, energy and excitement of the crowd finally being able to come together to enjoy the music festival. [Artists' bios can be found here.](#)

All artwork will be displayed in Washington Park through the end of August and the community will be able to engage in creating stones that will form the displays. After August, the public art will travel to the Court Street Plaza, through partnership with 3CDC.

Artists were chosen by two artist project leads: [Gee Horton](#), self-trained hyperrealism visual artist and key player in artist recruitment for the Black Lives Matter mural recently completed and [Pam Kravetz](#), artist and educator. Individuals selected for the CMF Outdoor Museum add to the diverse pool of talent featured in the Black Lives Matter mural with the goal of increasing opportunities for local artists of color to exhibit their art throughout the community.

“CMF is steeped in celebrating diversity and now in its third year, the CMF Outdoor Museum will have created 45 public art pieces by local BIPOC artists demonstrating that art heals and starts conversations,” says Barbara Hauser, P&G community relations manager. “This year’s theme of “Feels Like CMF” is so relevant after two years of canceled in-person music festivals, it is a time for reconnection and community.”

ArtsWave president & CEO Alecia Kintner added that “The CMF Outdoor Museum is one of several ways that ArtsWave is elevating the voices of Black and Brown artists in our community. Other recent investments include the establishment of the largest annual grants program in the region dedicated to funding Black and Brown cultural organizations through ArtsWave’s Circle of African Americans for the Arts affinity group; creation of a Black and Brown Artist Grants Program, which has funded projects from nearly 50 BIPOC artists locally; a quarterly African American arts series, *Flow*; and funding of several key Black-led initiatives, such as Paloozanoire’s Black & Brown Faces exhibition and its annual Juneteenth Block Party, the “Black Lives Matter!” mural and Five Points Alley.”

“The Cincinnati/Dayton division of Kroger is proud to partner with P&G and ArtsWave to uplift the phenomenal work of our local BIPOC artists as thousands celebrate the return of the historic Cincinnati Music Festival,” says Jenifer Moore, corporate affairs manager for the Cincinnati/Dayton division of Kroger. “The CMF Outdoor Museum is a unique public art exhibit that will showcase the vibrancy of our hometown, bring together communities and feed the human spirit.”

The community and media outlets are invited to stop by and meet the artists and paint rocks as part of the public art displays, Saturday, July 23, from 10 a.m. to 4 p.m. in Washington Park.

For more information on the CMF Outdoor Museum, go to artswave.org/outdoormuseum. For footage from last year’s CMF Outdoor festival, [click here](#).

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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 Paul Brown Stadium in partnership with the Cincinnati Bengals.

About ArtsWave:

ArtsWave, a nonprofit 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 evolved to become 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. Strong funding for the arts has allowed Cincinnati's arts and culture scene to become a national draw and regional asset, creating a wave of economic and community benefits. Each year, ArtsWave supports the work of over 150 arts organizations, school outreach programs, festivals, community centers, neighborhoods and various collaborations through impact-based grants. These grants create thousands of concerts, shows, exhibitions, arts for school children, public art, festivals and events like BLINK. ArtsWave met its 2022 Campaign goal, raising \$11.5 million for the arts, an amount necessary, given the difficult health and economic crisis that has spanned more than two years. Donations can be made at artswave.org/give.

About Cincinnati/Dayton Kroger Division

The Kroger Family of Companies has been serving communities across the U.S. for more than 135 years. Kroger's Cincinnati/Dayton Division operates food stores, pharmacies, fuel centers, warehouses and offices in Greater Cincinnati, Northern Kentucky, Eastern Indiana, and Greater Dayton. We are dedicated to Our Purpose: To Feed the Human Spirit™ while creating a world with Zero Hunger | Zero Waste.

About Procter & Gamble

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