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CMF Through P&G, ArtsWave and Kroger launch CMF Outdoor Museum Beginning Saturday

WHO: The Cincinnati Music Festival, Sponsored by P&G, along with ArtsWave, the engine for the arts, Kroger, 3CDC and AGAR, have joined together for a second year to create the "CMF Outdoor Museum."

WHAT: This curated exhibit of outdoor artwork will highlight 15 Black-owned businesses and artists that have been paired together to create a unique exhibition focused on supporting local artists, local businesses and the celebration of businesses being back open, thriving and creating a diverse community. The collaborative artworks will be adorned with beautiful blooms provided by District 78. See the list of artist and business pairings [here](#).

WHEN: The exhibition will be created Saturday, July 24 from 11 a.m. to 6 p.m. and the community is invited to stop by throughout the day to enjoy the artmaking and to listen to Black and Brown artists perform, programmed by the Cincinnati Music Accelerator (see schedule [here](#)). **The media is invited to a press conference at 4pm to hear from sponsors, artists, and businesses; early morning interviews can be done from 9-11 a.m.**

WHERE: The exhibition will be dispersed throughout Washington Park for a month's long installation and then travel to Court Street to be on display for a period of time before heading back to the business to be proudly displayed within their space.

Project leads for artist recruitment: [Gee Horton](#), self-trained hyperrealism visual artist and key player in artist recruitment for the Cincinnati Black Art Speaks Black Lives Matter mural, Black and Brown Faces and [Pam Kravetz](#), artist, educator and Board of Trustees for Artworks and Art Academy of Cincinnati.

Artist and Business Parings: see attached list – 15, in total.

For Music Schedule, and complete event information, go to:
atswave.org/outdoormuseum.

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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. 2020 marks the sixth consecutive year in which P&G has supported the Cincinnati Music Festival as a presenting sponsor.

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 100 arts organizations, school outreach programs, festivals, community centers, neighborhoods and various collaborations through impact-based grants. ArtsWave is projected to raise \$11 million for the arts in 2021, despite the difficult 18-month health and economic crisis that has affected the entire region. Donations can be made at artswave.org/give.



Performance Schedule for CMF Outdoor Museum* July 24, 2021

DJ Monét	12:00PM - 1:00PM
Mark Robinson	1:00PM - 1:45PM
Preston Charles III	2:00PM - 2:45PM
Black Brass	3:00PM - 3:45PM
Jayda Klink	4:00PM - 4:45PM
Aprina Johnson	5:00PM - 5:45PM

*All performances will be held at the stage at Washington Park.