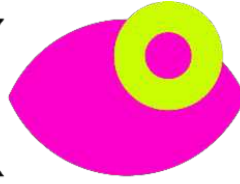


BLINK



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BLINK® returns to Covington, expands to Newport in 2024 *meetNKY makes generous investment to elevate experience in Northern Kentucky*

CINCINNATI (April 24, 2024) -- BLINK®, Illuminated by ArtsWave, the nation's largest public art, light and projection mapping spectacle, announces an even larger experience for 2024, with a return across the river to Covington, KY, and expansion into Newport, KY for the first time.

The added festival experience is made possible by a generous investment from meetNKY, Northern Kentucky's official tourism and convention services bureau.

"BLINK is a one-of-a-kind opportunity to showcase the Cincy Region's creativity, drive for inclusion and ability to create unique tourism experiences," said Julie Kirkpatrick, President and CEO of meetNKY. "Through this investment, we are making this a truly regional event, which will help further illuminate the uniqueness and unbridled spirit of the Northern Kentucky communities."

"BLINK drives cultural vibrancy in our region, and we are proud that region is expanding," said Brendon Cull, President and CEO of Cincinnati USA Regional Chamber. "Creating connection among attendees, creators, artists - and now, cities - is what BLINK is all about."

"Increasing BLINK's footprint into Newport is about more than the location," said Justin Brookhart, Executive Director of BLINK. "Northern Kentucky artists are also part of this expansion, and we are eager to see how they take on these new creative opportunities."

BLINK draws artists and attention from across the globe, and in 2022, an estimated 2.1 million attendees from 29 states experienced the biennial event. Now, BLINK is excited to create a connection for those attendees between these two iconic Kentucky river cities.

Attendees will experience new projection mapping displays at Newport on the Levee, and other locations in Newport, including a unique installation near MegaCorp Pavilion and the Fourth Street Bridge, just steps from Covington.

Covington's BLINK experience will include favorite spots like Hotel Covington, and will also move further east to better connect to Newport, creating a more immersive and continuous experience for attendees.

New this year in Covington will also be a Laser Bridge display near the Roebling Suspension Bridge. This new installation will incorporate the latest in laser light technology to cast a one-hundred foot wide array of light stretching from Covington Landing to Sawyer Point on Cincinnati's riverfront.

Another hallmark of BLINK is its monumental fiscal impact, with \$126 million direct economic impact for the Cincinnati region. The 2022 edition featured 71 total artists – 18 international, 21 U.S.-based, and 32 local – establishing BLINK as truly universal, exposing people to art from around the world and the magic of Cincinnati.

BLINK returns to Cincinnati and Northern Kentucky October 17-20, 2024. Learn more at 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 meetNKY:

meetNKY drives quality of life and economic growth for Northern Kentucky through tourism marketing and destination development. Learn more at www.meetNKY.com.



EXECUTIVE PARTNERS



PRODUCING PARTNERS



PARADE PARTNER

