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MEDIA RELEASE

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A Midsummer Fantasy Festival Returns to Norfolk With *Light Seeking Light*

Norfolk, VA (July 14, 2015) – This enchanting midsummer experience returns for its third season with more than 50 local music, theatre, puppet and visual artists July 24-26, 2015 in Norfolk's Town Point Park on the Downtown Norfolk Waterfront. The production of *Light Seeking Light* is produced by Patrick Mullins and co-produced by Janelle Burchfield in conjunction with Norfolk Festevents, Virginia Stage Company, Alchemy, Work Release, CORE Theatre Company, and a host of musicians, artists, and actors.

This season's festival will explore the use of light and darkness throughout the Shakespearean cannon, utilizing visual and performance artists, large scale art and light installations, musicians and event designers focusing on the line "Light Seeking Light" taken from Act One of Shakespeare's play *Love's Labour's Lost*. This exuberant three day event is free and open to the public of all ages.

"It's exciting to see an art community come together in exploring Shakespeare's themes - taking them far beyond Elizabethan England and all the way to the Elizabeth River in a vibrant, kinetic way", states festival producer Mullins.

Norfolk Festevents CEO Karen Scherberger states, "Our local arts community and audiences have enjoyed being part of this emerging performance art movement". According to Scherberger, "this non-linear reinvention of Shakespearean themes will interact with a series of large scale enchanted art environments utilizing repurposed materials from previous events and festivals, as well as materials unique to the style of local artists who will be creating them".

Audiences are invited to dress up, bring a lawn chair or blanket, and wait to become part of the story or wander through the large scale art installations and performance sites to create their own unique experience. *Light Seeking Light* is ready for you to explore and discover modern theater, with magical environments, experiential art and become a part of Shakespeare's imaginative tales within the beautiful Downtown Norfolk Waterfront Town Point Park.

The festival will feature a variety of unique entertainment, libations, as well as gourmet specialty food selections.

The park opens at 7:30pm each day, Friday – Sunday for audiences to enjoy the art installations and meet the players. At 8:00pm the Shakespearean tale unfolds throughout the park in a variety of forms and settings, culminating in a dramatic light expose at 9:00pm and a grand finale at 10:00pm.

What: A Midsummer Fantasy Festival

Where: Town Point Park, Downtown Norfolk Waterfront, Virginia

When: Friday, July 24 – Sunday, July 26, 2015

Time: Park opens 7:30pm each day; Performances begin 8:00 pm; Light show at 9:00pm; and Finale at 10:00 pm.

Admission: Free and open to the public

The Midsummer Fantasy Festival is produced by Norfolk Festevents and sponsored by the City of Norfolk.

For more information visit www.Festevents.org or call 757-441-2345.

ABOUT NORFOLK FESTEVENTS, LTD.

Based in Norfolk, Virginia, is a private, not-for-profit organization dedicated to creating the most dynamic urban waterfront community in America through innovative programming and imaginative uses of its historic waterfront spaces. An extensive 10 month schedule of diverse outdoor cultural events, festivals, concerts, entertainment, holiday programs, tall ship visits, sports and recreation are presented in two popular and welcoming waterfront environments—Town Point Park located in downtown Norfolk on the banks of the Elizabeth River and Ocean View Beach Park situated on the shore line of the Chesapeake Bay. Norfolk Festevents has served as the City of Norfolk's official event marketing agency since the city's downtown waterfront revitalization initiatives began in 1982. The organization has garnered international acclaim for its advocacy for public access to waterfronts, outstanding quality programming and development of public spaces, transforming Norfolk into one of the most progressive, fun and livable waterfront communities in the country. Residents, workers, and visitors to Norfolk and the Hampton Roads region are invited to experience all the fun and excitement of the 2015 season!

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