

August 31, 2016

FOR IMMEDIATE RELEASE

Coming in October 2016:

"The Water Festival"

Sunday, October 16, 2016, from 10 a.m. to 5 p.m.

Earl Brown Park and the Wayne G. Sanborn Activity Center
750 S. Alabama Ave., DeLand, Florida 32724

TheWaterFestival.org



Overview

The Water Festival will be a community-wide festival with the 2016 theme, "Water in Art." The free, public event will include live music, dancing, a DJ, art exhibits, fun activities for all ages, food trucks and an impressive line-up of nationally recognized speakers.

The Water Festival will be focused on the celebration and conservation of our freshwater springs from which 90% of Floridians derive their drinking water. By designing activities and events to be both entertaining and educational for all ages, the founding partners hope to connect our entire community to Florida's unique freshwater resources so that all walk away with a better awareness of where their water comes from and why that matters, ensuring the abundance, quality and enjoyment of our natural waters for future generations. Everyone in Central Florida and surrounding areas are invited to come and celebrate our most precious resource.

The event is organized by partners: the **City of DeLand**, **The Institute for Water and Environmental Resilience**, and the **Blue Spring Alliance**, and is sponsored by the **River of Lakes Heritage Corridor**, **Publix**, **A7**, and a growing list of distinguished area venues and supporting organizations.

Leading up to the main festival date

Leading up to the main festival date, there are a number of activities, events and exhibits organized as part of The Water Festival at various other locations.

RIVER OF LAKES 5K RACE

River of Lakes Heritage Corridor will be conducting a 5K run at Blue Spring Park, on the morning of Saturday, October 15th.

WATER-THEMED ART EXHIBITS

DeLand Museum of Art will host Barbara Neijna's "Chemical Waters" powerful photography exhibition with the possibility of Richard Frank's watercolors of water scenes.

Gateway Center for the Arts in DeBary will feature John Moran's "Springs Eternal" exhibit, with an opening reception October 2 at 2 p.m.

PRESS RELEASE

The Hand Art Museum at Stetson University is exhibiting artist and diver, Margaret Tolbert's large-scale interpretive paintings of springs through October 22.

The Gillespie Museum at Stetson University will highlight Bob Sitler's video of Aquatic Gems featuring extraordinary aquatic sites within a 30-mile radius, an exhibit of archival postcards of the local Springs "then and now," a children's exhibit of a snail's perspective of the fresh water springs, with native plant seeds and poster giveaways at both the Museum and Festival.

West Volusia Historical Society will present on the St. Johns River's role in opening up Volusia County with a speaker's program on water issues, September 20, at 7pm.

Lyonia Environmental Center will be providing a rain barrel program and a screening of the iconic documentary, "Water's Journey" in the center's amphitheater in Deltona.

There will be special exhibits at the **African American Museum of the Arts** in DeLand and at Blue Spring State Park in Orange City. There will also be *en plein air* artists painting various locations around DeLand and DeBary.

STUDENT CONTESTS

Leading up to the main event date, scholastic contests will be organized throughout participating elementary schools, middle schools and high schools, providing an opportunity for creative youth to render their perspectives through 2D artwork, essays, poetry, photography and video. Guidelines for entries are published on the website at TheWaterFestival.org/Contests and the winners from each age group and category will receive awards and have their works showcased at the Sanborn Center on the main day of the festival.

The main day of the festival, Sunday, October 16

Starting at 10:00 am, The Water Festival will have a solid schedule of activities going on both inside the Wayne G. Sanborn Activity Center and outdoors in the surrounding Earl Brown Park until 5 pm.

INSIDE THE SANBORN CENTER

Within the Sanborn Center there will be conservation programs with nationally known environmental speakers and representatives from utilities and government agencies scheduled throughout the day.

The winners of the Student Contents will be displayed and awarded 1st and 2nd Place with 3 Honorable Mention ribbons. This activity will invite the participation of students, teachers and parents in the Volusia County school system.

All artists and speakers will share the common theme of water.

Clay Henderson – Executive Director of Stetson Institute for Water and Environmental Resilience will speak and introduce speakers.

Mayor Robert F. Apgar will be on hand to speak on behalf of Orange City.

Senator David Simmons, Florida State Senator and key sponsor of the "Florida Springs and Aquifer Protection Act" which will provide \$50 million for springs restoration;

John Moran, well-known Florida springs advocate and photographer of "Springs Eternal" fame will speak at the Sanborn Center. He will also exhibit at the Gateway Center for the Arts in DeBary with an opening reception October 2 at 2 p.m.

PRESS RELEASE

Bill Belleville, acclaimed author and documentarian will speak at the Sanborn Center October 16, and be on stage October 17 at the Athens Theatre to introduce and screen his new documentary, “Hidden Secrets of Florida Springs.” His books will be available in the lobby for purchase and autographs.

Cynthia Barnett – In the closing program, acclaimed environmental writer Cynthia Barnett will talk about a new water ethic, how art is inspiring it, and what we can all do next on behalf of Florida's signature freshwaters. Her prize-winning books such as *Blue Revolution*, *Mirage* and *Rain* will be available for signing at the Sanborn Center.

Panel Discussion. If time permits, there will be a panel discussion to include audience participation near the end of the day inside the Sanborn Center.

Student Presentations. Winners of the school youth contests will have an opportunity during the day to present their essays, poetry and/or videos to the audience in the Sanborn Center.

OUTSIDE IN EARL BROWN PARK

Outside, in the park surrounding the Sanborn Center, The Water Festival will abound with interesting and fun educational opportunities for all ages, including:

- Children's activities with a water theme;
- Live music performed by well-known local artists;
- A professional DJ, and spoken word performances;
- Water/environmental-related vendor booths;
- Food trucks for every taste, breakfast through dinner;
- Tours of a water resource recovery facility;
- Free giveaways for children and adults;
- *En plein air* artists;
- Sponsors' and non-profit organizations' exhibits;
- Displays by environmental groups and companies, local governments and artists;
- Unveiling of the latest mural by artist, Courtney Canova, in Earl Brown Park.

The Water Festival will be widely promoted with the expectation that large numbers of members of the Volusia County community and other surrounding areas will attend the all-day event. It should be informative and memorable, with local leaders and organizations hoping that the festival becomes a signature Central Florida celebration bringing attendees and participants from far and wide in subsequent years.

Film Festival after the main event

Following the main date of the event, the Athens Theatre will be hosting a Film Festival on Monday, October 17, featuring two special presentations:

6:00 p.m. - **Bill Belleville** will introduce and screen his recently completed documentary: “Hidden Secrets of Florida Springs.” Books and CDs will be available in the Athens lobby.

7:30 p.m. - **Florida Wildlife Corridor** will present “The Forgotten Coast. Return to Wild Florida,” an unforgettable thousand-mile, seventy-day journey from Central Florida to the Gulf Coast, through the Big Bend, and across the Panhandle, all the way to Alabama, concluding at the Gulf Islands National Seashore. Books and CDs will be available in the Athens lobby.

PRESS RELEASE

More Information

Additional information is available on the event website, TheWaterFestival.org, which is constantly being updated with new details. Sponsors and exhibitors can also download a Sponsor's Packet as well as a Sponsors and Vendors Application with all necessary information.

Contacts for Interviews (Please contact initially by email to schedule interviews.):

For information regarding the event, speakers and artists:

Stephen Kintner, Blue Spring Alliance - skintner@cfl.rr.com

Sharon Leboffe, Blue Spring Alliance – coordinator@thewaterfestival.org

For information regarding water issues and conservation:

Clay Henderson, Institute for Water and Environmental Resilience – whenders@stetson.edu

A **Media Downloads** page for press-ready artwork, logos, images, and other materials will be maintained at TheWaterFestival.org/Media. For technical questions regarding materials: Patrick@A7.net.



A COLLABORATIVE PROJECT BY



###