



celebrate art July 12-14, 2024



PRESENTED BY

FOR IMMEDIATE RELEASE

EDMONTON, June 27, 2024 – The largest outdoor studio and gallery in Alberta is set to take over Old Strathcona the weekend of July 12-14, 2024!

Since 1995 the Whyte Avenue Art Walk has animated the streets, sidewalks, and parks of Old Strathcona, and this year it's one of our largest ever with 445 registered artists. Last year the festival attracted 60,000+ visitors. Patrons will find visual art in every style and price range, and in many cases, they can watch artists create and talk to them about their inspiration, materials, and processes.

Beyond the six blocks of fantastic art, we have a series of local singer songwriters curated by Rhea March performing in Dr. Wilbert McIntyre Park and SouthBARK, sponsored by the Old Strathcona Business Association, as well as activities for kids provided by the Edmonton Public Library Strathcona Branch. The Old Strathcona Farmers' Market will host a special pop-up market on Sunday July 14th from 11am – 3pm, and we're part of the activation of the new Station Park development on the corner of Gateway Blvd. and Whyte Avenue. Rachel Notley's Constituency Association will host a pancake breakfast on Saturday morning, 9-11am

Join us in Old Strathcona for a gloriously vibrant weekend of artistic imagination, entertainment, and community – there's something for everyone.

What: Whyte Avenue Art Walk, visual arts festival

When: July 12-14, 2024, 10 am – 5 pm daily

Where: Art Walk will run along the sidewalks from 103 St. through to 107 St., at Dr. Wilber McIntyre Park, the 83 Ave. street closure, in the 104 St. bus lanes from Whyte Ave. through to the library, at Station Park, in the North and South street closures on 105 St. and Whyte Ave., as well as the SouthBARK dog park at 106 St. and Whyte Ave. Our Sunday Only artists are located in the bus lane and on the sidewalks south of Whyte Ave through to 81 Ave.

Produced by: Activate Arts Alberta (formally the Ice on Whyte Festival Society)

Supported by: The Edmonton Arts Council, The Paint Spot, the Old Strathcona Business Association, Pattison Media, and Rogers with partnerships with the Old Strathcona Farmers' Market, Station Park, One Properties, Southside Memorial, Edify, and Sonic 102.9.

Media inquiries: Jill Roszell, Producer

E: producer@activateartsab.ca

P: 780-965-5521

