



## PRESS RELEASE

For Immediate Release  
Friday, March 15, 2019

**Ruth Eckerd Hall On The Road Presents  
*Ruth Eckerd Hall Arts On The Road -  
Family Edition***

**On Saturday, April 6 From 10 AM To 2 PM  
In Downtown Clearwater**

**This FREE Interactive Children's Arts Festival  
Will Feature Hands-On Arts Experiences  
And Live Performances Including  
A Concert With Winner Of Parents' Choice Award®  
ROGER DAY**

(CLEARWATER) Ruth Eckerd Hall on the Road presents ***Ruth Eckerd Hall Arts On The Road – Family Edition***, an interactive children's arts festival on Saturday, April 6 from 10 am to 2 pm on the 400 to 600 blocks of Cleveland Street in Downtown Clearwater. This free interactive children's art festival will feature hands on arts experiences, make and take experiences and performances from a wide variety of artists including a concert with Parents' Choice Award®-Winner Roger Day. Food trucks and vendors will be serving a wide variety of freshly prepared specialty food and beverages that will be available for purchase. (Activities and performances are subject to change).

There will be hands-on arts experiences including sand and spin art, wax hands, the Chalk Car, a large-scale collaborative mural for kids courtesy of the Clearwater Arts Alliance and so much more. Free make and take experiences will be provided by The Humane Society and Wheels on Wheels from Dunedin Fine Art Center plus tile art. Other attractions include face painting and professional local artists chalk exhibit.

In addition to a free live concert with Roger Day, performances will also include a strolling bag piper, led group dancing and living storytelling led by Marcia P. Hoffman School of the Arts faculty.

While you're downtown for Ruth Eckerd Hall Arts on the Road, visit Second Century Studios, located at the corner of Cleveland Street and Osceola Avenue for The Dali Museum's *Dreams of Dalí* Virtual Reality Experience. The first-of-its-kind pop-up installation, in partnership with Clearwater Community Redevelopment Agency, will run through June 2019, providing residents and visitors alike an opportunity to engage in the arts through technology.

*Ruth Eckerd Hall Arts on the Road* is proudly sponsored by the City of Clearwater, Downtown Development Board and Ferman BMW|Mini.

For more information, please visit [www.RuthEckerdHall.com/artsontheroad](http://www.RuthEckerdHall.com/artsontheroad).

**Contact:**

Katie Pedretty, Director of Public Relations - p 727.712.2774 - [kpedretty@RuthEckerdHall.net](mailto:kpedretty@RuthEckerdHall.net)  
Lacy Herman, Public Relations Assistant - p 727.724.5383 - [lherman@RuthEckerdHall.net](mailto:lherman@RuthEckerdHall.net)

---

**Ruth Eckerd Hall, Inc.**, a 501(c)(3) nonprofit organization, that manages and operates the City of Clearwater-owned 2,200-seat Ruth Eckerd Hall, the 200-seat Murray Theatre, the newly renovated 250-capacity ballroom, the Margarete Heye Great Room, the Marcia P. Hoffman School of the Arts, the 750-seat Capitol Theatre and Ruth Eckerd Hall On The Road. Our mission is: *Changing lives through performing arts.*

**The Marcia P. Hoffman School of the Arts** is one of the largest providers of arts education and outreach in the nation. Reaching more than 41,000 students annually and providing over 81,000 hours of high-caliber arts experiences with programs encompassing three distinct arts education divisions: presenting, community engagement and outreach and instruction in jazz, dance, drama, instrumental music, musical theater, voice and technical theater. Each division reaches students of all ages and abilities on the Ruth Eckerd Hall campus and off-site in local schools, hospitals, community centers, specialty residences and other arts centers throughout the Tampa Bay area and the State of Florida.

**Ruth Eckerd Hall On The Road** books and produces a number of off-site events including Friends of Music Member Appreciation Concerts, Blast Friday, the Tampa Bay Rays Summer Concert Series, the Clearwater Jazz Holiday, the Valspar PGA Championship concert at Innisbrook and events in other partner venues including the Palladium, the Tampa Theatre and the Amalie Arena. In 2018, industry trade publication *Pollstar* named Ruth Eckerd Hall On The Road #53 in the world and #33 in the United States of concert promoters.

###