



Supporting and Promoting
Artists and the Arts Year-Round

FOR IMMEDIATE RELEASE

Contact: Kimberly Taney
513-271-7222, ext 21

40th Anniversary of Summerfair Brings Exciting Addition to Youth Arts Area

Happen's HeSeFeTaSm World adds multi-sensory experience for young art goers

When Summerfair returns this year, younger patrons of the annual fair can expect some exciting additions. This year, Summerfair has partnered with Happen, Inc. to transform their Youth Arts Rocks! area into Happen's HeSeFeTaSm World (HeSeFeTaSm = Hear, See, Feel, Taste, Smell), a multi-sensory, multi-cultural, multi-FUN experience for kids.

In Happen's HeSeFeTaSm World, children will be given colorful 'passports' that admit them into fun and interactive 'sensation stations,' each designed to introduce participants to faraway places through creative exercises using their senses. Children may participate in any or all of Happen's five sense-based activities, including *We've Got Rhythm*, a station that teaches children about the relationship between movement, art and music and *You've Got The Touch*, a station that explores textures.

"We really wanted to do something big in the Youth Arts Rocks! area this year," said Ashley Heil-Oehler, 2007 Co-Fair Chair. "Happen, Inc. provides amazing programming for children and we were thrilled, not only bring them back, but to be able to have them do more."

In addition to Happen's HeseFetasm World, Happen, Inc. will also produce two shows a day on the children's stage: Happen's Jump and Thump and Happen's Toy Lab Demonstration.

Happen's Jump and Thump will help children jump start healthy lifestyles as they watch a champion rope-jumper, who does flips, speed tricks, spins, and more. During Happen's toy Lab Demonstration, Happen's Toy Lab Professors will show how some real toys came to be invented, from thumbnail sketch to the toy store, a demonstration that will get kids thinking new and crazy ideas.

-MORE-

2515 Essex Place • Studio 243 • Cincinnati, Ohio 45206
phone (513) 531-0050 • fax (513) 531-0377 • www.summerfair.org

Happen's HeSeFeTaSm World is geared to children ages 6-12, but can be enjoyed by children of all ages. Happen's HeSeFeTaSm World will run from 11:00 a.m. – 6:00 p.m. daily. Happen's Jump and Thump will take the stage daily at 1:00 p.m. and Happen's Toy Lab Demonstration will be at 3:00 p.m. All of the events take will take place on Saturday and Sunday.

Summerfair 2007, which will be held 13 miles from downtown Cincinnati at historic Coney Island (just off I-275 at Kellogg Avenue), draws more than 35,000 people each year. Hours for the fair are 2 to 8 p.m. Friday; 10 a.m. to 8 p.m. Saturday; and 10 a.m. to 5 p.m. Sunday. Tickets can be purchased for \$9.00 (children 12 and under are free). Parking is free courtesy of Summerfair Cincinnati. The fair will be held rain or shine.

Last year Summerfair was ranked as one of the top 10 fine art shows in the nation by Sunshine Artist Magazine, an influential trade publication.

For more information, call the Summerfair office at 513-531-0050 or visit Summerfair online at www.summerfair.org.

About Summerfair Cincinnati:

For 40 years, Summerfair Cincinnati has been supporting and promoting artists and the arts in Greater Cincinnati. The organization's activities include: supports for individual artists including grants and exhibitions; community-based art activities and events; and a nationally recognized annual fine arts fair.

The effectiveness of Summerfair Cincinnati activities has earned the organization regional and national recognition including: Post-Corbett Award of Excellence, Greater Cincinnati Convention & Visitors Bureau Outstanding Service Award, Southwestern Ohio Art Education Award for Distinguished Organization, American Marketing Association Community Impact Award, and the National Association of Independent Artists Artists' Choice Award.

###