



FOR IMMEDIATE RELEASE

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ART, CULTURE AND ENTERTAINMENT, INC. (ACE) ANNOUNCE RETURN OF FOO FOO FESTIVAL FOR 2017 AND GRANT WORKSHOP DATE

PENSACOLA, Fla., March 21, 2017 – Art, Culture and Entertainment, (ACE), Inc. today announced the return of Foo Foo Festival for 2017. The festival will mark the start of its fourth year with a grant workshop for organizations interested in learning more about participating. The workshop will be held on *Wed., March 29, at 4:00 p.m. in the J. Earle Bowden building, located at 120 Church St. in Downtown Pensacola, Fla.*

This year, the festival will take place November 2-13, 2017, and the festival committee is excited to build off of the now three years of experience and successes.

“In the last three years, we’ve managed to create an event and brand that now resonates with visitors and locals alike,” said David Bear, president of ACE. “Because of the collaborative efforts between ACE, Visit Pensacola, hoteliers, and most importantly our local arts and cultural organizations we’ve seen marked increases each year (year-over-year) in tourist development tax revenues collected during the month of November since the festival’s first year in November 2014.”

Foo Foo Fest, a 12-day celebration of the arts and acts as a “marketing umbrella” for the period of time to help leverage the breadth and depth of the overall selection of events, which are comprised of programming from more than 20 grant recipients and many more existing events.

“Locals and tourists are hearing our message and taking advantage of the premium slate of arts and cultural programming between the Great Gulfcoast Arts Festival and the Blue Angels Homecoming air show. The data shows that visitors are staying longer to take advantage of other festival events,” said Bear. “This is great for the economy of Escambia County, from the City of Pensacola and Perdido Key to Pensacola Beach and beyond. We’re building what everyone believes can be an expanded tourism season.”

Fourth Annual Foo Foo Festival – Grant Workshop

For more information, or if you have questions, please email curator@acepensacola.org.

Visit FooFooFest.com to check out last year’s lineup of events, download this press release, and to sign up for email alerts about the fourth annual Foo Foo Festival.

ABOUT Art, Culture and Entertainment, Inc. (ACE)

ACE is a non-profit organization that receives, State of Florida, Escambia County, City of Pensacola, corporate, foundation and personal funds to disperse through an equitable granting process to non-profit arts, culture and entertainment organizations throughout Escambia County, Fla., and promote Escambia County as an arts and cultural destination through the annual Foo Foo Festival and other marketing efforts. For more information about ACE, visit acepensacola.org