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August 5: Pre-launch party for Central Avenue Solstice and September-long “SPF” festival showcasing the arts

Mayor to help kick off second annual SPF and Central Avenue Solstice with preview party

ST. PETERSBURG, Fla. (July 20, 2016) -- **August 5** will bring together art community leaders, organizers and artists, elected officials, business/civic leaders, the Suncoasters of St. Petersburg, the Central Avenue Council and district organizations, and several other organizations and dignitaries – for a pre-launch preview party leading up to the month-long **SPF**, which includes the **Central Avenue Solstice**, the **Shine Mural Festival**, and dozens of other art-and-culture **activities** throughout the entire month of September in St. Petersburg.

Mayor Kriseman headlines the August 5 Kickoff Party at **Green Bench Brewing** from 6-10pm, and event leaders will reveal the diverse slate of planned activities, with guest speakers and video. Live music: Local songwriter **Rebekah Pulley** is scheduled to go on at 6pm and perform the Central Avenue Solstice theme song. **Florida Folk Scene** is scheduled to perform at 8pm. Information about participating in SPF will be on-hand – and volunteers signing up will receive beer discount tickets courtesy of **Green Bench Brewing Co.**

WHAT: Preview and kickoff party for September’s **SPF** and **Central Avenue Solstice**

WHO: Speakers include Mayor Kriseman; Jeff Danner, for Solstice; Scott Brainard, for SPF.

SPF is presented by the **Suncoasters of St. Petersburg** and produced by the **St. Petersburg Arts Alliance** with support from the **City of St. Petersburg**.

Central Avenue Solstice is organized and hosted by the Central Avenue Council, consisting of the Downtown Business Association, Central Arts, EDGE, Grand Central, Warehouse Arts, Professional, and West Central Village districts.

WHEN: **Friday, August 5, from 6:00pm to 10:00pm**

WHERE: Green Bench Brewing Co. – **1133 Baum Ave North**

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About SPF:

September is Arts Month in St. Petersburg. The second annual [SPF](#) brings dozens of wide-ranging arts events, covering a spectrum of creations and experiences, showcasing a diverse array of local and national artists and organizations. **Details, dates/times, updates and more information are available at [SPFestival.com](#).**

About Central Avenue Solstice:

On **September 24**, the Central Avenue Solstice is held from sunrise to sunset, along the entire seven-mile length of Central Avenue in St. Petersburg (from Tampa Bay to the Gulf of Mexico), and is one of the flagship events of SPF.

“The biggest annual celebration of the SUN in St. Petersburg.”

The Central Avenue Solstice celebrates the day the sun rises and sets on Central Avenue, which is the main artery connecting the beach to downtown, and home to 14% of the City's businesses. To commemorate the day, visitors can explore a large array of activities along the Avenue, while the sun journeys from East to West directly overhead. It is a full-day celebration of art, culture, music, food, shopping and all the things that make Central Avenue and St. Petersburg a great place to be.

Event activities begin on the east end of Central Avenue at sunrise, with yoga, tai-chi, and fitness boot camps then move west following the sun with art demonstrations, family activities, markets, restaurant specials, and several stages with music and other live performances scheduled throughout the day – at **more than three dozen Central Avenue locations** – and the finale at sunset on the west end of the Avenue. Even more robust than last year, this year's schedule adds contests, group activities, and other features to broaden public participation. **Event activities are free**, and the **Central Avenue Trolley will be running free all day.**

"This is a great, fun-filled event on the only street that brings both sides of the City together as one," said **Leslie Curran**, former St. Petersburg City Council Chair and long-time Central Avenue business owner. "There is so much more to Central Avenue than even long-time residents realize. This event is truly a great way to discover all these bright spots in the heart of our City."

Sponsorship opportunities for the Central Avenue Solstice are still available, as are opportunities for businesses and artists to participate. Information is available at [CentralAvenueSolstice.com](#).

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