FOR IMMEDIATE RELEASE:

MEDIA ALERT ***Photo & Video Opportunity***

Ninth Annual Napa Porchfest Brings Music Onto Front Yards and Porches July 28
114+ musical acts, 10,000+ spectators, 60 historic buildings

NAPA, Calif., July 23, 2019 –

WHO: Napa County musicians and the general public.

WHAT: Napa Porchfest is a free, annual event showcasing local musicians on front yards and porches at approximately 60 historic Victorian houses in Downtown Napa. The ninth annual event will feature 114 musical acts representing a diverse array of styles from rock to reggae and country to indie with each performance ranging between 30 to 90 minutes. More than ten thousand locals and visitors will stroll, bike, skateboard or dance from porch to porch. Nine food trucks offering hamburgers, salads, tacos and desserts, water-filling stations, along with public restrooms will be available to spectators at Fuller Park and throughout Downtown Napa. Volunteer organizers encourage spectators to bring lawn chairs, blankets and coolers, as well as to tip musicians.

For the full lineup, an interactive map of performances and more information about the event, go to napaporchfest.org. For more information on restaurants, wine and beer tasting rooms, lodging and things to do in Downtown Napa, visit donapa.com.

WHEN: Sunday, July 28, 12:30 - 5 p.m.

WHERE: Performances will take place throughout Downtown Napa, bordered between Jefferson Street on the west, Third and Fourth streets in the north, Coombs Street on the east and Pine Street to the south. Food trucks, water stations, merchandise tent and public restrooms will be available at Fuller Park (560 Jefferson St, Napa, CA 94559).

WHY: To showcase Napa's diverse music and culinary scene, as well as foster appreciation of historic landmarks in Downtown Napa.

MEDIA CONTACTS: For media inquiries, please contact Jaime Hayden at jhayden@augustineagency.com / (916) 960-2894 or Olga Verkhotina at overkhotina@augustineagency.com / (916) 960-2888.

ABOUT NAPA TOURISM IMPROVEMENT DISTRICT
Created in 2010, the Napa Tourism Improvement District (TID) is the official destination marketing organization for the City of Napa, with a mission to promote each diverse lodging property and partner in hospitality. There are currently 31 hotels/motels and 14 bed and breakfast properties operating within the city limits. Funded by a Tourism Improvement District assessment on lodging in the City of Napa, the Napa TID utilizes its website (DoNapa.com), participates in the creation of local events, and

develops targeted marketing programs that drive overnight stays during the off-season and mid-week occupancy throughout the year.

ABOUT NAPA PORCHFEST

Napa Porchfest was organized by Napa County Landmarks and kicked off in 2011. Since then, it has continued to draw an increasing number of spectators and performers each year. True to the festival's name, the bands perform on the airy front porches of historic homes and businesses.

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