

FOR IMMEDIATE RELEASE

CITY OF PALMDALE

NEWS RELEASE

CONTACT: John Mlynar

PHONE: 661/267-5115

DATE: September 20, 2016

City of Palmdale and Waste Management Announce “Cart Art” Competition at Kaleidoscope Art & Music Festival to Promote Recycling and Environmental Stewardship

PALMDALE –The City of Palmdale and Waste Management are seeking entries for a new art competition using curbside recycling carts at Kaleidoscope, Palmdale’s new free art and music festival coming to the Palmdale Amphitheater on Oct. 8.

The Cart Art contest, which is aimed at promoting environmental sustainability, offers artists the opportunity to showcase artistic abilities while raising awareness about environmental issues, such as recycling and illegal dumping prevention.

“Kaleidoscope is about engaging our local community through art and music,” said Palmdale Mayor Jim Ledford. “Incorporating this environmentally themed art contest brings a fun twist to the festivities and we hope to see a great turnout of local talent.”

Green Cart Art pieces will be judged at the festival and prizes will be awarded in the following categories: Best of Show, Best “Green” Theme and Fan Favorite.

“Displaying ‘Green Cart Art’ at Kaleidoscope is a great opportunity for us promote recycling in a fun and creative way,” said Josh Mann of Waste Management. “The curbside recycling carts serve as the canvas for local artists to share their message about keeping Palmdale beautiful and ‘green’.”

Entries are available via the Waste Management website, KeepingAVClean.com by selecting 'City of Palmdale' from the menu. To participate and receive a Waste Management cart, entries must be received by Oct. 1.

For media inquiries about "Cart Art," please contact Waste Management's Eloisa Orozco at 619/778-6303

About Kaleidoscope

Kaleidoscope is the City of Palmdale's new art and music festival which will be held at the Palmdale Amphitheater on Saturday, Oct. 8 from 10 am to 6 pm. Admission is free.

This unique art and music event will feature stages of live music and visual and performing arts, artisan vendors and wares, food, educational displays and craft beers with *The Art of The Brew*.

Live music will be performed by Phat Cat Swinger, The High D Boys and the L.A. Cast of Beatlemania.

The Palmdale Amphitheater is generously sponsored by American Medical Response, AVTA, Waste Management, Coca-Cola, Antelope Valley Mall, Valleywide Dental, Opportunities for Learning, Sierra Medical Group, STS Property Management, AV Furniture & Mattress, Hilton Garden Inn, Lancaster JetHawks, Ventura Graphix and Vince's Pizza & Pasta – Palmdale.

For more information, please visit www.palmdaleamphitheater.com

-30-

Communications Department • 38300 Sierra Highway • Palmdale, CA 93550
www.cityofpalmdale.org