



News Release

FOR IMMEDIATE RELEASE

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Sixth Annual Festival Italiano Brings Together Belmar's Past and Present
Italian performances, activities, food and wine abound; supports Project Angel Heart

Lakewood, Colo.,— The sixth annual Festival Italiano will take place Saturday, September 19 and Sunday, September 20 from 10 a.m to 7 p.m. Festival Italiano began in September 2004 and was inspired by a commitment to carry on the traditions and respect the history of the space and surrounding area. The event evolved from a weekend activity to one of the most anticipated and distinguished events in Colorado, hosting more than 70,000 visitors each year over the past five years. This year's festival will feature performances, activities, food, wine and merchandise that will make guests feel as though they have been transported from Colorado directly to the heart of Italy.

"Festival Italiano has become such a recognized event throughout Colorado," said Stephanie Jackson, director of marketing for Belmar. "We love how the festival brings together Belmar's past and present. It is an ideal mix of Italian traditions set in a modern retail and entertainment environment."

Festival Italiano is proud to support Project Angel Heart for the second year in a row and generate awareness for this incredible organization. Project Angel Heart will host a children's craft tent throughout the festival as well as participate in a chef demonstration. Participation is free, but Project Angel Heart will accept donations to support its mission to provide home-delivered meals to

people with life-threatening illnesses. Additionally, all gratuities from the wine and beverage tents will directly benefit Project Angel Heart.

The event will feature more than 70 varieties of Italy's finest foods and wines including gelato, sausage, baked goods, pasta and pizza as well as selections of regional Italian wines. Additionally, artisans at the festival will sell Italian goods including ceramics, flowers, sculptures, antique maps and produce.

Festival Italiano provides endless entertainment for kids and adults alike. This year's festivities will include flag throwers flown in from Florence, Italy as well as chef demonstrations, chalk artists, live Italian music, dancing, Balisteri Vineyard's children's grape stomp, a mobile display tour on Italy, a bocce ball tournament and much more.

"Festival Italiano has such a great energy," said Jackson. "Everywhere you turn there is something different going on whether it is wine tasting, listening to great music, watching the parade of flag throwers, the children's grape stomp or enjoying the tastings of delicious Italian cuisine. It is an event that everyone – kids and adults alike – can find something to engage in and enjoy 'la dolce vita' for a weekend. We are very proud of Festival Italiano and our participating vendors, entertainment acts, volunteers and supporters that make this event a true cultural experience for our community. We look forward to this year's Festival and continuing this anticipated tradition in the future."

About Belmar

Belmar, located at Wadsworth Boulevard and West Alameda Avenue in Lakewood, includes 77 shops and restaurants, entertainment, cultural activities, homes, offices and lots of free parking. For more information, visit www.belmarcolorado.com or call 303-742-1520.

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