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FOR IMMEDIATE RELEASE

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### **Downtown Arts Exchange Market: Spring Addition**

The Downtown Arts Exchange is launching its second local artist and artisan market at North Boulevard Town Square on Friday, April 26th from 3pm to 8pm. The market will feature approximately 10 local artists and artisans, with many of the products Louisiana inspired. Renee Chatelain, President and CEO of the Arts Council of Greater Baton Rouge believes “exposing the work of local artists to workers, residents, and visitors downtown will enhance the appreciation and sale of locally produced goods.” In addition, Chatelain recommends downloading the FLOWBR app, available on Apple and Android devices, to stay apprised of local art and cultural events such as the Downtown Arts Exchange.

This spring’s Downtown Arts Exchange is a collaborative initiative led by the Arts Council of Greater Baton Rouge, Downtown Development District (DDD), Mid City Makers Market, Downtown Business Association (DBA), and Visit Baton Rouge and was created to bring additional ‘pop-up’ retail opportunities downtown. Davis Rhorer, Downtown Development District Executive Director, notes the Downtown Arts Exchange “is a ‘pop-up’ retail concept that supports local artists and provides shopping opportunities downtown at different times and locations throughout the year.”

Partnering with the DBA’s Live After Five event featuring *River City Hit Squad*, guests enjoying the free live concert will also have the opportunity to purchase local gifts in time for Mother’s Day.

The collaborative believes the addition of locally based retail opportunities downtown has the potential to become more permanent. With the growing of number of residents and visitors, along with the thousands of daily workers, they believe the Downtown Arts Exchange can provide the retail amenities many are seeking downtown.

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