



## **WARMfest to add theatre, games to 3-day music lineup**

Labor Day weekend music festival to feature several other attractions

3-day passes and single day WARMfest tickets are on sale now

INDIANAPOLIS, IN – The White River Arts and Music Festival (WARMfest) today announces that theatre events and games will join the extensive music lineup for the inaugural three-day festival taking place Labor Day Weekend (August 31-September 2) in Broad Ripple Park. The WARMfest mission is to help preserve the White River waterfront and educate the community on environmental responsibility through a cultural experience dedicated to independent business, artisans and sustainable goods.

The Sapphire Theatre Co. (co-producers of ADULT SWIM at The Children's Museum) will elevate the festival with a wild cast of larger-than-life roving entertainers including two turn-of-the-century stilted characters, and the man, myth and legend Carl G. Fisher on his magnificent velocipede. The Sapphire is also creating retro-boardwalk stage designs, interactive Side Show banners and carnival-style games to promote recycling.

Patrons will also have the chance to win a variety of prizes during an alternative game of Bingo as part of the White Rabbit Cabaret's Burlesque Bingo Bango Show, hosted by The Muncie Brothers, Dorgan "The Organ" and Milroy "The Killjoy" on Sunday, Sept. 1 and Monday, Sept. 2. Know No Stranger, an Indianapolis collective of artists who encourage creativity and fun in both conventional and unconventional ways, will present their Indy-famous musical Reconnecting Our Waterways, along with a preview of their 5<sup>th</sup> annual variety show Optical Popsicle!, playing October 18 at the Athenaeum.

The festival also merges with the 7<sup>th</sup> annual Broad Ripple Music Fest to present the event's local and regional music component. Live music will be featured throughout the entire WARMfest run on five stages and will include a mix of national, regional and local talent. The initial lineup booked by MOKB Presents includes Big Head Todd and The Monsters, Michael Franti & Spearhead, JJ Grey & Mofro, G. Love & Special Sauce, Mayer Hawthorne, Delta Spirit, Dale Earnhardt Jr. Jr., Red Wanting Blue, Kopecky Family Band, DJ Logic and many more with additional acts to be announced. See the full lineup at [WARMfest.org](http://WARMfest.org)

WARMfest is presented by Howald Heating, Air Conditioning & Plumbing; Sam Ash Music; and Neat-o Art Shop. The three-day event will bring together several key Indianapolis cultural groups including Indy Parks & Recreation, Broad Ripple Music Fest and Indie Arts & Vintage Marketplace. A portion of the proceeds from the event will

benefit the Carl G. Fisher Society, a non-profit whose goal is to restore the waterfront of Broad Ripple.

Become a WARMfest Sponsor: Various levels of sponsorship for WARMfest are available now. If interested please contact [sponsor@warmfest.org](mailto:sponsor@warmfest.org) - <http://warmfest.org/sponsors/>

Become a WARMfest VIP: If interested in VIP at WARMfest please contact [vip@warmfest.org](mailto:vip@warmfest.org) - <http://warmfest.org/tickets/>

Become a WARMfest Vendor: If interested in being a vendor at WARMfest please contact [vendor@warmfest.org](mailto:vendor@warmfest.org) - <http://warmfest.org/vendors/>

Become a WARMfest Volunteer: If interested in being a volunteer at WARMfest please contact [volunteer@warmfest.org](mailto:volunteer@warmfest.org) - <http://warmfest.org/volunteers/>

WARMfest times: Gates open at 10am daily

About WARMfest: WARMfest is a 3-day music and arts festival dedicated to helping preserve the White River. WARMfest promotes environmental responsibility, independent business and artisans, and sustainable goods and services through the magic of music, art and culture. WARMfest has a vision to restore and promote the White River to return it to the grandeur of a century ago. The mission is to educate the community to envision this great river as a recreational and visually appealing natural resource. In 2013, WARMfest will realize this vision by presenting a three-day cultural experience in Broad Ripple Park.

For more information: [WARMfest.org](http://WARMfest.org)  
Facebook: [facebook.com/WARMfest](https://facebook.com/WARMfest)  
Twitter: @WARMfest

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*All Artists And Events Are Subject to Change Without Notice*