



## **Broad Ripple community Rallies around WARMfest**

*Howald Heating, Air Conditioning and Plumbing supports  
Labor Day weekend festival's environmental efforts*

### **Tickets On Sale Now**

INDIANAPOLIS, IN – Broad Ripple's Howald Heating, Air Conditioning and Plumbing is investing in local environmental efforts signing on as the presenting sponsor of the White River Arts & Music Festival (WARMfest) to take place Labor Day weekend (Aug. 31- Sept. 2) in Broad Ripple Park. The locally owned and operated company has served the Indianapolis and surrounding communities since the early 1960s (when it operated first as Broad Ripple Heating and Cooling). The company's involvement with WARMfest, along with the efforts of several other local organizations and cultural groups, including Indy Parks & Recreation, Broad Ripple Music Fest and the Broad Ripple Village Association, will aid in the festival's mission of restoring and preserving the White River.

Company owner Larry Howald says the event's vision to restore and promote the White River area to its former grandeur struck a chord with his family owned business. "I was born and raised here in Indianapolis. My dad Wayne started Broad Ripple Heating and Air Conditioning back in the 1960s. I remember working in his place, riding around Broad Ripple in his trucks and spending time along the river" says Howald. "Partnering and investing in an event like this that's fun and supports the community is a great way for our company to give back."

WARMfest will feature three days of live music throughout the entire run on five stages in addition to the Indie Arts & Vintage Marketplace, and will focus on educating the public and raising environmental awareness. A portion of the proceeds will benefit the Carl G. Fisher Society (CGFS), a non-profit with a vision to restore and promote the White River to return it to how it was in the past.

Indy Parks & Recreation, Keep Indianapolis Beautiful and CGFS will support efforts to remove invasive honeysuckle from the shoreline of Broad Ripple Park. With the aid of volunteers, these invasive species will be cleared on Wednesday Aug. 7, a full 3 weeks before the events, with a goal of ensuring that the White River is once again viewable from the park and, through an agreement already in place, that the effort is continued.

Tickets are on sale now [warmfest.org](http://warmfest.org) & [ticketfly.com](http://ticketfly.com) or charge-by-phone at 877-4-FLY-TIX (435-9849). Three-day admission passes for WARMfest are also on sale now. For single day lineup details please visit [lineup.warmfest.org/?sort=day](http://lineup.warmfest.org/?sort=day).

**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.

### **About Howald Heating, Air Conditioning and Plumbing**

Howald Heating, Air Conditioning and Plumbing serves residential and commercial customers throughout central Indiana. Owner Larry Howald has worked in the business since the 1960s, when it operated as Broad Ripple Heating and Air Conditioning (the business his father founded) until its sale a decade ago. The family owned and operated company continues the same customer focused and excellence in service traditions. The company promises personal service and tech expertise coupled with an honest assessment of HVAC and plumbing needs, service and repairs. Services include 24/7 emergency diagnostics and repairs, indoor air quality assessments, maintenance, product installations, new furnace and air conditioner sales and installation and regular seasonal maintenance plans. For more information call 317-255-HEAT (4328) or visit [www.HowaldHeatingandAir.com](http://www.HowaldHeatingandAir.com).

For more information: [www.WARMfest.org](http://www.WARMfest.org)

Facebook: [www.facebook.com/WARMfest](http://www.facebook.com/WARMfest)

Twitter: [@WARMfest](https://twitter.com/WARMfest)

Presenting sponsor: [Howald Heating, Air Conditioning & Plumbing](http://www.HowaldHeatingandAir.com)

### **MEDIA CONTACT:**

Andy Wilson | Bohlsen Group

[awilson@bohlsengroup.com](mailto:awilson@bohlsengroup.com)

317.602.7137

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