



METUCHEN AREA CHAMBER OF COMMERCE

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FOR IMMEDIATE RELEASE:

**METUCHEN JUNEBUG LAUNCHES
KICKSTARTER FUNDRAISING CAMPAIGN**

February 17, 2015: The Planning Committee for the Metuchen Junebug ArtFest would like to raise the level of the festival "a notch or two" with the help of a Kickstarter fundraising campaign: <https://www.kickstarter.com/projects/1059009818/the-metuchen-junebug-artfest-every-friday-night-in>.

Now in its 8th year, the Metuchen Junebug ArtFest draws several hundred visitors to downtown Metuchen NJ every Friday night in June and transforms the streets of this vibrant community into a month-long celebration of the arts.

"The Junebug is a completely non-profit event. The all-volunteer planning team begins with a budget of \$0 and ends with \$0," said Planning Committee Chairperson Melissa Schuhmann. "Advertising and printing costs, equipment rental and artist lecture fees are raised through sponsorship from local businesses. We're asking members of the broader community for financial support to show their enthusiasm for the arts and to help us continue the success of this one-of-a-kind festival."

For 2015, the committee would like to raise additional funds to cover costs for a range of festival activities, including the following features:

- 1) **3D Chalk Art** – [Anthony Cappetto](#), an internationally travelled street artist, will create fun, exciting artwork using the traditional art form of 3D illusionary street painting and create a unique exhibit for the festival. Cappetto is known for blending traditional 3D street painting with new, 4D emerging technologies (e.g., animated augmented reality and virtual spaces).
- 2) **Juried Window Gallery Competition** – This series of storefront displays leverages downtown window space to showcase the work of established artists throughout the month of June; Museum Directors, Gallerists, and other professionals in the visual arts are invited to tour the Galleries and award prizes.
- 3) **Annual Junebug Sculpture** – Graphic arts educator, illustrator and designer Lauren Rabinowitz (AKA [Lauren the Cartoon Goddess](#)) will create the signature "Junebug Sculpture," which presides over the month-long event. Its unveiling on Friday, June 5th will signal the official start of the ArtFest.

The "Brainy Boro" - Metuchen NJ - has been a mecca for artists of every discipline for more than a century. Sponsored by the Metuchen Area Chamber of Commerce and the Metuchen Cultural Arts Commission, the Junebug ArtFest reflects the Borough's commitment to nurturing all forms of creativity.

For more information:

- Visit the Junebug ArtFest web site: <http://www.junebugartfest.com>
- Like us on Facebook: <http://www.facebook.com/junebugartfest>
- Follow us on Twitter: <http://twitter.com/junebugartfest>
- Visit the Metuchen Chamber of Commerce web site: <http://metuchenchamberexchange.com/>

For more information on registration or the event itself, please contact Nicole Chinchar at the Metuchen Area Chamber of Commerce at (732) 548-2964 or metuchenchamber@optimum.net.

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