



FOR IMMEDIATE RELEASE:
July 26, 2010

FOR ADDITIONAL INFORMATION:
Laura Neutz Holmes
Tel: (502) 376-5195
lauraneutzholmes@gmail.com

EAST MARKET DISTRICT ANNOUNCES 2nd ANNUAL NuLu FESTIVAL ON SATURDAY, OCTOBER 2, 2010

*Free Street Festival Celebrates the Revitalization of Louisville's East Market District
with Live Music, Food/Drink and Retail Shopping*

Louisville, KY- The East Market District, known as NuLu, has announced its 2nd annual NuLu Festival on **Saturday, October 2, 2010 from 2 p.m. - 11 p.m.** The festival features “all things local” and offers live music, micro-brewed beers, food and shopping by and from local vendors and participants. The festival will take place in the 700 block of East Market Street, with all festivities being free, family-friendly and open to the public. Live bands will include Love Jones, Lucky Pineapple, The Fervor, The Instruction and The Pass.

For 2010, NuLu Festival has also been named the “Official After-Party” for Louisville’s Idea Festival, a gathering of innovators and thinkers from around the world who discuss and celebrate imagination, new perspectives and transformational ideas. Idea Festival participants will be encouraged to attend the NuLu Festival to enjoy living, working examples of leading edge innovators in the Louisville community.

Sponsors for this year’s NuLu Festival include the Idea Festival, Experience Louisville, sonaBLAST! Records, Interactive Media Lab, Public Radio Partnership, Louisville Beer Store, Java Brewing Co., 732 Social, Creation Gardens, Stock Yards Bank, Bargain Supply, JEB Advertising, Residence Inn, Crushed Ice Events, The Pepper Group, Gebhardt-Marshall Gallery ,

Home of the Innocents, Hunt Tractor, Bill Marzian, Bays Boutique, A N Roth, and Action Graphics.

For more information on being involved with or attending the festival, visit www.nulufest.com.

About NuLu

The East Market District, also referred to as NuLu, is now best known for its art galleries, specialty stores, antique shops and a growing number of local, upscale restaurants. The term “NuLu” is a portmanteau meaning “New Louisville”. As home to two LEED® certified commercial buildings (with at least two more in planning stages), many historic restoration projects, as well as several restaurants offering organic and locally sourced ingredients, NuLu has emerged with a culture of sustainability. Visit www.eastmarketdistrict.com for more information.

###