

PRESS RELEASE

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Mentor prepare for 2nd Annual Headlands BeachFest

MENTOR: February 5, 2014---Mentor staff is busy working on details for one of the hottest events to come to Ohio's longest beach. Headlands BeachFest 2014 returns to Headlands Beach State Park on Saturday, July 26. This free event blends the arts with the elements of wind, water and sand for a truly unique family-friendly day at the beach. From Noon to 8 PM, the mile-long lakefront will be filled with colorful kites, kayaks and paddleboards, sand castle building, live music, interactive performances, art projects, food, kids' games and dozens of arts and craft vendors. Last year, World Champion sand sculptor Carl Jara wowed the crowds with his amazing "Night Swallows Sun" sculpture. Carl calculated the exact time that the sun would set in the sky, so that it would appear within the center of his sculpture.

Some of the entertainment from last year that will return includes Carl Jara, Ohio Society for the Elevation of Kites, Parade the Circle performance artists, Sand Castle Builder/Instructor Doug Smith, and the Calypso Gypsies Steel Drum Band. New this year is RED, the fire dancer, musical explorer Hal Walker, Ricky & the Rockets and The Good Knights.

This day at the beach is presented by the City of Mentor and Headlands Beach State Park with assistance from Lake Metroparks, Andrews-Osborne Academy, Mentor Public Library, Eb Molesch (the Science Guy) and Doug Smith. Sponsors include Great Lakes Publishing, Lake Health, *The News-Herald*, STERIS, Lake National Bank, Great Lakes Mall, Laketran and the Mentor Economic Assistance Corporation (MEACO). The event will also be one of the stops on the Lake County #InstaTour, a new activity organized by the Lake County Visitors Bureau, offering weekend deals for families.

Kathie Pohl, Mentor's director of marketing and community relations said, "Last year's inaugural event was a bit soggy and the State Park and our public works staff did a fantastic job getting the beach ready because of flood damage. But the rain didn't keep everyone away; we had about 3,000

people playing on the beach. The only activity that didn't go as planned was the kite flying races and the paraglider fly-over. For some, this was their first visit to Headlands Beach - there were two families that we know of that came from Michigan. Others came from all over Ohio. We surveyed many in attendance and they were very happy with the event and agreed we should make it an annual event."

Organizers are still looking for a few more sponsors and arts and craft vendors. If interested, call Kathie Pohl at (440) 974-5794. Complete festival details can be found at HeadlandsBeachFest.com.

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