

Virginia Key GrassRoots Festival of Music, Dance and Art 2015: Full Lineup of Kid and Family-Friendly Programs

FOR IMMEDIATE RELEASE

Annual multi-cultural festival features a myriad of activities for children and families

Miami, FL – January 13, 2015 – Proving once again that the **Virginia Key GrassRoots Festival of Music, Art and Dance** isn't your typical concert festival, the lineup includes daily kid and family-friendly programming that commences even before the first note is played by openers **Driftwood** on February 19th. Beginning with the all-new **Culture Camp** on February 15, festival-goers of all ages can participate in music and dance workshops throughout the day beginning at 9 a.m., participate in a special **Community Building Project Workshop** co-hosted by **Ben Cohen**, of **Ben & Jerry's Ice Cream** fame (Sunday only) and end the day on a savory note with a cooking work shop Sunday – Wednesday, and an all-camp dance.

During the official music segment of the festival, which runs Thursday, February 19 – Sunday, February 22, the **Kids Village** tent will offer a daily schedule of activities ranging from arts and crafts and drumming to hula hoops and obstacle courses. Over in the **Sustainability Pavilion**, story time and family yoga sessions are planned, and families can learn about solar power on the beach, tune up their bikes and learn more about the **Global Peace Initiative** together. Bike-riders receive half off Sunday tickets, with proceeds going to benefit **Heart For Humanity**. There will be a bike valet on-site.

A very special "**Let Your Freak Flag Fly Parade**" takes place on Sunday afternoon. Everyone is welcome to participate in the procession around the festival grounds beginning at 2 p.m. Costume making and parade-crafting begins at 1 p.m. in the Kids Village. **Emerge Miami**, the **King Mango Strut** team and others will lead the parade geared towards positive self-expression and acceptance of all traditions.

Tickets are available online at VirginiaKeyGrassRoots.org/general-info/tickets. For more information, visit VirginiaKeyGrassRoots.org or call [786.409.5261](tel:786.409.5261).

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ABOUT GRASSROOTS

The original **Finger Lakes GrassRoots Festival** began in 1990 as a benefit concert to support a local AIDS organization in Ithaca, NY. Encouraged by the success of that night, a decision was made to create an annual festival dedicated to raising money for the fight against AIDS, while supporting arts and education. With the help of countless volunteers, the Finger Lakes GrassRoots Festival has become an internationally-recognized event with a focus on traditional and contemporary roots music and dance

from all over the world. For four days every July, the festival hosts more than 60 performing groups on four stages at the **Trumansburg Fairgrounds** in central New York, near the university town of Ithaca.

Twelve years later, the **Shakori Hills GrassRoots Festival** was launched on a 75-acre farm in rural North Carolina near the triangle cities of Raleigh, Durham and Chapel Hill. Twice a year, in April and October, thousands of people attend the event to revel in great music, sweat it out on the dance floor, celebrate the arts, and build community. The site has since become the **Shakori Hills Community Arts Center**, a non-profit organization created to strengthen the community through music, arts and education.

The festival is down south for the winter once again, having found an amazing site, the **Historic Virginia Key Beach Park**, just off the coast of Miami, FL. It's the ideal spot for the fourth annual season **Virginia Key GrassRoots Festival**.

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