

FOR IMMEDIATE RELEASE

Virginia Key GrassRoots Festival of Music & Dance and Yo Miami partner to bring live art creation to the 4-day festival.

Over 15 local visual artists join world-renowned musicians to bring music to canvas in support and in celebration of art, music and culture in Miami!

Miami, FL February 2, 2016 – Celebrating its 5th anniversary, Virginia Key GrassRoots Festival of Music & Dance is proud to be partnering with Yo Miami once again. Fifty percent of art sale proceeds will benefit the *Little Haiti Mural Project*. More than fifteen Miami-based visual artists will create one-of-a-kind works of art alongside the festival stages, inspired by the sights and sounds of the musical sets at this year's festival. Artists including Trek 6, Teepop, Rei Ramirez, REMOTE, CONE, Danny Ferrer, Nate Dee, Nicole Salgar, Chy Tea, Jake Cordero, Buddah Funk, Luis Valle, Claudia Labianca, Aquarela and more.

The Virginia Key GrassRoots Festival, taking place from February 18th-21st at the Historic Virginia Key Beach Park, has partnered with Yo Miami for the last five years, bringing art to life each day of the festival. A hub for local artists, Yo Miami has grown since 2011 and has worked with local businesses, nonprofit and community organizations to create opportunities throughout the year for artists to demonstrate their talents in ways that add value to the local landscape while highlighting the cultural significance of a community through the beauty and color of art.

GrassRoots is happy to support an ongoing initiative started by Yo Miami called the *Little Haiti Mural Project*, and donate 50% of sales from the art created during the festival. The primary goal for this project is to beautify and rejuvenate the neighborhood of Little Haiti without changing its spirit. Participating artists, many of whom have roots in Haiti or the Caribbean, will adorn walls with elements of Haitian or Caribbean culture.

For more information about the participating artists or to learn more about the upcoming GrassRoots Festival of Music and Dance please visit us at : www.virginiakeygrassroots.org

###

ABOUT GRASSROOTS

GrassRoots Festival of Music and Dance is a mission-based (501-c3) organization that hosts four music/dance festivals and two sustainability fairs a year in three different states across the east coast. GrassRoots brings multi-cultural communities together through the magic of music, art, dance, education, wellness and sustainability.

*The original **Finger Lakes GrassRoots Festival** began in 1990 as a benefit concert to support a local AIDS organization in Ithaca, NY. 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.*

*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.*

*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 fifth annual **Virginia Key GrassRoots Festival**.*

GrassRoots works to nurture local artists and talent while reaching around the globe to bring world music and culture to new audiences, creating environments that inspire creativity and foster community building. The impact of GrassRoots expands far beyond that which occurs during these four-day festivals. For over 25 years, GrassRoots has served to both engage and give back to the local and regional communities in which we exist by providing financial and organizational support to impact positive change.

For more information, navigate to virginiakeygrassroots.com call 786.810.7112

Press Inquiries

Kristina Rose

Kristina@grassrootsfest.org