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WaterFire Launches Ignite Providence

IgniteProvidence.com helps visitors discover more of the Creative Capital's rich arts and culture offerings

Providence, RI (August 8, 2013) — WaterFire Providence announced today the launch of [Ignite Providence](http://IgniteProvidence.com), a new digital initiative designed to give visitors to WaterFire an opportunity to discover more of the rich arts and culture activities happening in and around Providence on WaterFire weekends.

The WaterFire creative team will curate and feature an array of art, entertainment, and culinary experiences and events on WaterFire weekends to provide an easy way for visitors to participate in and be inspired by Providence's rich arts, culture and food scenes.

Peter A. Mello, managing director, WaterFire Providence says, "We know that approximately half of our visitors are coming to see WaterFire from out of Rhode Island and for many it's their first time in our city. Ignite Providence will help them discover more of the amazing arts and culture activities taking place here. We invite our visitors to come a little earlier, stay a little longer and be amazed by what the Creative Capital and Ocean State have to offer."

"WaterFire is a major catalyst for visitation to Providence, generating significant hotel room nights for the community on the evenings that lightings occur. We applaud this initiative and its mission to link other arts and cultural offerings to the enormous WaterFire audience with the goal of extending overnight stays and ultimately increasing overall economic activity associated with those stays." says Martha Sheridan, CEO, PWCVB.

Ignite Providence is a WaterFire Providence ArtPlace initiative. In 2012, WaterFire Providence received a prestigious ArtPlace grant to use art and creative placemaking techniques to add vibrancy and economy to the local Providence community.

ArtPlace, a national collaboration of 11 major national and regional foundations, six of the nation's largest banks, and eight federal agencies, including the National Endowment for the Arts, works to accelerate creative placemaking across the U.S. To date, ArtPlace America has awarded 134 grants to

124 organizations in more than 79 communities across the U.S. for a total of \$42.1 million. For more information about ArtPlace, please visit <http://artplaceamerica.org>.

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WaterFire Providence is a 501(c)3 independent, non-profit arts organization whose mission is to inspire Providence and its visitors by revitalizing the urban experience, fostering community engagement and creatively transforming the city by presenting WaterFire for all to enjoy. Created in 1994 by the artist Barnaby Evans, each year approximately one million visitors come to Providence to experience WaterFire making it one of the most popular tourist attractions in the State of Rhode Island. For more information about WaterFire Providence, please visit <http://waterfire.org>.