



NEWS RELEASE

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NEWS CENTER DIVES INTO THE CREATIVE ARTS IN PORTLAND, MAINE SECOND SUCCESSFUL FIRST FRIDAY ART WALK IN PORTLAND, WCSH/WLBZ

PORTLAND, ME – In May 2017, NEWS CENTER was honored to become the media sponsor of Portland's First Friday Art Walk-- a free self-guided tour of art galleries, art studios, museums, and alternative art venues on the first Friday of every month from 5:00 to 8:00 p.m. The program was designed by Creative Portland.

NEWS CENTER has always been instrumental in building connections between local artists and the surrounding community. First, with its annual Sidewalk Art Festival and now with its partnership with Creative Portland. While NEWS CENTER will not be holding the one-day Side Walk Art Festival this year, this new media sponsorship with Creative Portland heightens its commitment to the art community through year-round projects rather than just a one-day event.

NEWS CENTER will highlight a First Friday Art Walk artist each month to display the diversity of artists involved in the program. The artist's story will air on NEWS CENTER'S 207 magazine show at 7:00 p.m. on the Thursday before each First Friday Art Walk. Look for the segment posted on the 207 webpage (<http://www.wcsh6.com/local/207>) and Facebook page as well. As food creation has also become an art form, NEWS CENTER will host a different Food Truck each First Friday Art Walk in its parking lot for all the foodies attending.

NEWS CENTER is excited to continue its relationship with the arts community and to help expand the audience and diversity of the Art community with the media sponsorship of Portland's First Friday Art Walk.

About TEGNA

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