



PRESS RELEASE

FOR IMMEDIATE RELEASE

September 27, 2018

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IGNITE! 2.0 WHERE INNOVATION MEETS ART

Second Annual Free Community Extravaganza

PLEASANTON, Calif. — The City of Pleasanton is pleased to announce IGNITE! will be returning to Pleasanton with innovative arts and technologies that LIGHT up the night. Bring the whole family to this free community event on Saturday, October 13, 2018, from 5–9 p.m. at the Firehouse Arts Center at 4444 Railroad Avenue.

The second annual IGNITE! Event is slated to fill the Firehouse Arts Center and the surrounding streets between Division and Railroad. Event highlights include a Lucid DreamScape presentation by J-Walt, William Cenoté performing on his Luminescent Grand Piano, Firelight Society Professional Fire Performers, UC Berkeley’s EGO Traditional Korean Drummers, Tezkatlipoka Aztec Dance and Drum, and an Illuminated Attire Fashion Parade. Auntie Viv’s Shave Ice and Wahlburgers’ Palo Alto Food Truck will be onsite to ignite your appetite.

For more information or to see a full listing of the entertainment and vendors, visit www.firehousearts.org/programs/ignite.

IGNITE! is brought to you in collaboration with City of Pleasanton, Pleasanton Art League, Pleasanton Cultural Arts Council, Pleasanton Museum on Main, Pleasanton Unified School District, Pleasanton Weekly, and Wahlburgers.

For more information, contact Michele Crose at 925-931-5347 or mcrose@cityofpleasantonca.gov

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