



FOR IMMEDIATE RELEASE

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What: 8th annual Spirit & Soul Festival *Dancing on Main Street to Benefit Downtown*

When: Saturday, September 17, 2016

Time: 1pm – 5pm

Where: Macdonald Avenue, from Harbour Way – 13th Street, Richmond

**Richmond Main Street Celebrates 15 years of Service to Downtown Richmond
at 8th annual Spirit & Soul Festival, September 17**

Richmond, CA - The Richmond Main Street Initiative (RMSI) is proud to celebrate 15 years of excellent service to the community. Through their comprehensive revitalization approach Richmond Main Street has created a more vibrant, safe, and thriving commercial district.

The 8th annual [Spirit & Soul Festival](#) returns to Downtown Richmond on **Saturday, September 17**, from **1pm to 5pm**. The Spirit & Soul Festival, held on Macdonald Avenue between Harbour Way and 13th Street, is a celebration of Downtown Richmond through phenomenal entertainment and an outdoor bazaar featuring artisan and craft vendors, food booths, and beverages for sale.

Proceeds from vendors booths, beverage sales, and drawings will benefit RMSI's mission to support the revitalization of historic Downtown Richmond. Admission is free in order to provide guests more opportunities to dance, celebrate, and support local artisans, food vendors, and merchants.

Musical headliners for the 8th annual **Spirit & Soul Festival** include the Bay Area's premiere funk band [Beaufunk with Michael Jeffries](#), classic American Rock and Original Roll by [PUSH featuring Dan Ashley](#), and Richmond's hometown and international blues and R&B diva [Tia Carroll](#). RMSI is also excited to highlight the young up and coming Funk and Soul band [Soul Progressions](#), featuring talented performers from the East Bay Center for Performing Arts.

Also planned for this year's event is the inaugural addition of a Youth Zone, featuring a community stage and interactive activities to serve the city's younger residents.

In addition to great music, the Spirit & Soul Festival's outdoor marketplace will feature handmade jewelry, home goods, accessories, clothing, and more crafted by local artisans and entrepreneurs.

Local food vendors will dish up a variety of delicious BBQ, Soul Food, Filipino favorites, gourmet hot dogs, and more from local restaurants.

The beverage pavilion will offer a variety of libations for sale: fine wines, a beer from Buffalo Bill's Brewery, and refreshing "Main Street" Margaritas. Attendees can also enter for a chance to win drawing prizes that highlight Richmond's diverse products and services.

RMSI will also honor several individuals who have been instrumental in giving of their time, resources, and expertise to support the revitalization efforts as Downtown Champions.

"Spirit & Soul is an amazing celebration of our community and highlights the strides we are making in the revitalization of historic Downtown Richmond," said Amanda Elliott, Executive Director of RMSI. "It's also an important fundraiser for our programs and initiatives. We invite everyone to join us for a fantastic day of music and fun that directly supports our mission to cultivate a culturally and economically vibrant district."

The **Spirit & Soul Festival** is sponsored by Chevron, City of Richmond, Mechanics Bank, Sims Metal Management, AC Transit, The California Endowment, Republic Services, Richmond Community Foundation, SparkPoint Contra Costa, and DP Security.

About the Richmond Main Street Initiative:

Richmond Main Street Initiative is a community based non-profit dedicated to revitalizing historic downtown Richmond. RMSI partners with the City of Richmond, merchants, and residents to develop and improve downtown Richmond as a pedestrian-friendly urban village that offers products, services, arts and entertainment that reflect the community's rich and diverse heritage. The DRPBID district encompasses the core of the Historic Downtown area along the Macdonald Avenue corridor bounded approximately by 6th Street, Barrett Avenue, Bissell Avenue, and 16th Street. For more information and to read about the RMSI's events and programs, please visit www.richmondmainstreet.org and www.facebook.com/richmondmainstreet.

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