FOR IMMEDIATE RELEASE
March 17, 2023

RPAA's Annual Parking Lot Party to Take Place May 6 Behind Dominion Energy Center
- This event supports RPAA's BrightLights Education Initiatives -

Save the date for **Richmond Performing Arts Alliance's 4th Annual Parking Lot Party**—an afternoon and evening of bands, brews, and bites—this year with a twist! In addition to the standard line up, this event will also feature the season finale of the Genworth Lights Up! Youth Series with three performing arts workshops for youth ages 3-18.

Taking place in the parking lot behind **Dominion Energy Center** on Broad between 6th and 7th Streets on **May 6 from 2-6 pm**, this festival has entertainment and activities for everyone. This event is **free to attend** but donations are welcome in support of RPAA's BrightLights Education Initiatives, providing accessible arts education to youth throughout the Richmond region.

Bands and workshops to be announced.

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Parking Lot Party is hosted by RPAA's Associate Board whose mission is to elevate the local performing arts community in Richmond by informing and engaging young professionals through patronage, volunteerism, fundraising, and advocacy.

Members include: Brian Wright (Chair), Caitlin Boyd-Hartwig, Rachel Cannon, Marshall Chambers, Garland Croney, Madeline Culbreth, Selina Edwards, Patrick Fanning, Emilie Forest, Michael Hinchcliffe, Margaret Hodges, H. Scott Kelly, Ally McGinn, John O'Malley, Nathaniel Shepherd, and Richard Sowers.

PARKING LOT PARTY SPONSORS:
Promoter – Altria
Tour Managers – Kinsale Capital Group, Patient First, WHOA Behavioral Health
Sound Crew - Apple Hospitality REIT, CityParking Inc., TempurSealy
Mash-Up Emcee – Richard & Elizabeth Sowers
Brew Master – ThompsonMcMullan, P.C.
Creators – Crunch Fitness – Scott's Addition, Hodges Family, Billy & Megan Newman
Media Sponsor – WNRN
Hotel Sponsor – Richmond Marriott Downtown

GENWORTH LIGHTS UP! YOUTH SERIES SPONSORS:
Title Sponsor – Genworth
Additional Sponsors – Peachtree House Foundation, E. Rhodes and Leona B. Carpenter Foundation, The Rock Foundation, CityParking Inc., Publix Super Markets Charities, Walmart
Arts Partners – Virginia Commission for the Arts, National Endowment for the Arts, City of Richmond
Media Sponsor – Richmond Family Magazine

SOCIAL MEDIA: Follow RPAA at @RPAAlliance on Facebook and Instagram for updates.

MEDIA OPPORTUNITIES: RPAA board and staff are available for interviews with advanced notice. For inquiries contact Ashley Moore, Marketing & PR Manager at amoore@rpaalliance.com

LINK TO PHOTOS: https://bit.ly/PLP-2023-Press

Richmond Performing Arts Alliance (RPAA) *is a 501(c)(3) organization whose mission is to advance the performing arts in the Richmond region through programs and resources that* ***SUPPORT*** *the artists of today,* ***NURTURE*** *the artists of tomorrow, and provide spaces for the arts to* ***THRIVE****. RPAA venues include Dominion Energy Center, home to the historic Carpenter Theatre, Libby S. Gottwald Playhouse, Rhythm Hall, and the Genworth BrightLights Education Center, as well as Altria Theater – the largest performance venue between New York and Atlanta. Its arts education initiatives operate out of the Genworth BrightLights Education Center and reach students of all ages in the City of Richmond and surrounding counties.*

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