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**GUIDELIVE PRESENTS THE LAMAR STREET FESTIVAL**

*First Annual Lamar Street Festival to Celebrate Dallas' Art, Film, Food and Music*

**DALLAS, TX** (September 17, 2013) - Inspired by the 100-year anniversary of the historic South Side on Lamar building, the first annual Lamar Street Festival of art, film, food and music will provide a celebration of the Cedars South Side neighborhood Saturday, October 19 from 12 p.m. to 10 p.m.

As the comprehensive entertainment engine of *The Dallas Morning News*, GuideLive proudly presents the Lamar Street Festival. Designated to showcase Dallas' art, film, food and music communities, GuideLive encourages North Texas residents to enjoy the Cedars South Side neighborhood at this inaugural celebration.

"The Lamar Street Festival is a great opportunity to demonstrate our commitment to bringing GuideLive readers the best "go & do" events in Dallas, said Jason Dyer, Chief Marketing Officer of The Dallas Morning News. "This new festival of music, film and interactive creativity is a great way for us to both celebrate the history and support the future of the historic Cedars South Side district."

Highlighting local talent, the GuideLive Lamar Street Festival will challenge festival guests to a short, amateur film competition where the winner will receive a 12-month lease in the artist quarter at South Side on Lamar. Competitors will submit their 60-90 second smart phone film using footage taken during the festival by October 27, 2013. (More details coming soon.)

The 11th Annual Cedars Open Studios, featuring tours of local artists' studios and lofts, will take place in conjunction with the festival. Over 40 juried painters, sculptors, jewelry makers and multimedia artist will have booths with art for sale. Festival goers will enjoy live music from an eclectic array of Texas bands including Texas favorites Erykah Badu, Carolyn Wonderland, The Greencards, Soul Track Mind, The Relatives and Home by Hovercraft.

An Interactive Zone, designed for family fun, will feature storytellers, magicians, puppet shows, jugglers and Dallas Heritage Village demonstrations. Children may travel to 1913 at Big Thought's "Then & Now" setup where Lincoln Logs and Erector sets will be available for play along with a time machine photo booth. A musical petting zoo featuring orchestra instruments will allow young festival goers to "meet" the instruments as well as the musicians who play them.

Cedars South Side restaurants and local food trucks will provide food and beverages for the event including Full Circle Tavern, Opening Bell Coffee, The Cedars Social, Off the Bone, Spiral Diner, and the NYLO Dallas South Side Hotel.

"We are excited to showcase the creativity and talent that thrives in the Cedars South Side neighborhood and to celebrate the Centennial Year Of The Historic Sears, Roebuck & Co Building," says John Matthews, GuideLive Lamar Street Festival Producer. "The building has served as an architectural landmark to Dallas and an anchor to the neighborhood. We look forward to marking this milestone year with a festive invitation to explore our community. It is always important to have valuable partners in new endeavors and we are proud to have the vibrant support and reach of GuideLive to make this first year event possible."

The festival will have a \$5 cash entry fee, with children 12 and under admitted free. Parking will be \$10 and there will be no re-entry after 7 p.m. For more information please visit [www.lamarstreetfestival.com](http://www.lamarstreetfestival.com) or call 214-856-0573.

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**About Guide & GuideLive:**

*From movies to music, dining to destinations in North Texas, Guide & GuideLive make up the most trusted resource for all things Dallas as the comprehensive entertainment engine of The Dallas Morning News. Every day, residents and tourists alike come to GuideLive to learn what's the "Best in D/FW," where to go to wine and dine, and how to absorb this amazing city of arts, culture and entertainment. Our writers are more than reporters – they are recognized, award-winning experts in their fields. Movie and food critics, visual arts and architecture, music reviews and what to do anywhere in Dallas are all covered in the pages of Guide every Friday and online 24/7 on GuideLive. For more information on places and events you don't want to miss, visit [GuideLive.com](http://GuideLive.com).*

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