

**FOR IMMEDIATE RELEASE**  
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# LIGHT CITY

A FESTIVAL OF LIGHT, MUSIC AND INNOVATION

## **Light City Announces Expanded 'Brilliant Baltimore' Program for 2018; Community Invited to Kickoff Event Thursday, October 5**

The **Baltimore Office of Promotion & The Arts** (BOPA) invites businesses and residents across Baltimore to show their civic pride and illuminate their buildings during **Light City** with **Brilliant Baltimore**. Brilliant Baltimore expands in 2018 by encouraging not only landmarks, attractions, restaurants, hotels, apartment complexes, parking garages and corporate headquarters to light up but also homes and businesses through the new **Brilliant Baltimore Community Showcase Program**. Interested participants are encouraged to register and learn more at the **Brilliant Baltimore Kickoff Party on Thursday, October 5, 2017 from 5 to 6:30pm** at the Pier 5 Hotel Baltimore. Lighting companies will be in attendance to help brainstorm creative and cost-effective ideas. Those interested in attending should RSVP to [rsvp@promotionandarts.org](mailto:rsvp@promotionandarts.org). The Brilliant Baltimore registration form will be available on BOPA's website following the October 5 kickoff event. Light displays are on view from **April 6-21, 2018** and registration forms are due to BOPA by February 1, 2018.

The third annual Light City festival takes place Saturday, April 14 through Saturday, April 21, 2018 with Neighborhood Lights, the community artist in residency program taking place April 6-8, 2018 across 14 Baltimore neighborhoods.

New for 2018, neighborhoods that show the most community pride by lighting up during Light City are eligible to receive cash prizes through the new "**Best of Brilliant Baltimore – Community Showcase.**" The neighborhood with the most votes will receive \$2,018 for their community association, with nine honorable mentions receiving \$1,000 each for their community association. Community light-ups should be organized by community and/or merchant associations, and remain on view from April 6-21, 2018. Registration forms are also due to BOPA by February 1, 2018.

Light City is a free family-friendly festival that transforms Baltimore with large-scale light installations, performances, music and innovation. Central to Light City is the BGE Light Art

Walk along Baltimore's waterfront, featuring more than 50 attractions including illuminated sculptures, projections, interactive technologies, performances, concerts, food vendors and a children's area. During the day, Light City's innovation conferences bring together innovators and thought leaders across key industries to explore ways to power social change. For more information on Light City, call 410-752-8632 or visit [www.lightcity.org](http://www.lightcity.org). Stay connected via [Facebook: Light City Baltimore](#), [Twitter: @LightCityBmore](#) and [Instagram: @LightCityBmore](#) by using the hashtag #LightCity.

*Light City is produced by the Baltimore Festival of the Arts, Inc. (BFAI) on behalf of the Baltimore Office of Promotion & The Arts (BOPA), a 501(c)(3) non-profit organization which serves as Baltimore City's official arts council, events agency and film office. By providing funding and support to artists, arts programs and organizations across the city, and by producing large-scale events such as Light City, Artscape and the Baltimore Book Festival, BOPA's goal is to make Baltimore a more vibrant and creative city. Light City is proud to announce that founding partners BGE, Visit Baltimore and Whiting Turner Contracting Co. are returning to support the festival in 2018.*

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