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### **FALL FESTIVALS OFFER ‘TASTE’ OF VISALIA THROUGH ARTS, MUSIC AND FOOD**

*Visit Visalia to provide media passes for journalists to attend the unique, once-a-year events*

**Visalia, Calif. (Sept. 3, 2019)** – Today, Visit Visalia announced the exciting line-up of fall events in the popular destination. This October, three authentic festivals—Taste of Downtown, Taste the Arts and the Tastemakers Festival—will fill the streets and allow visitors to experience the best local food, culture, art and music within its vibrant downtown.

“Visit Visalia is looking forward to the influx of visitors eager to get a taste of Visalia at each festival,” said Suzanne Bianco, Visit Visalia tourism marketing director. “The rich cultural heritage, artistic expressions and diverse cuisines of each festival make Visalia the perfect destination for fall travelers.”

- **Taste of Downtown:** Taste of Downtown showcases downtown Visalia’s vibrant food scene with a tasting festival, introducing diners to new restaurants and re-engaging them with old favorites. In its 26<sup>th</sup> year, nearly 30 restaurants and food vendors plan to serve their signature dishes and/or completely new, limited-edition samples. Along the way, live music and designated wine and beer stops complement the food and complete the experience. The event is Oct. 8 from 5 p.m. to 8:30 p.m. and open to all ages. Tickets go on sale today, starting at \$45.
- **Taste the Arts:** The 10<sup>th</sup> annual Taste the Arts is the Central Valley’s largest outdoor art festival featuring more than 100 artists and workshops. Two packed stages will feature musical acts, dance troupes and cultural performers. A variety of artwork will fill the streets. Visitors can participate in aerosol art and printmaking workshops or get messy in the Visalia Farmers Market “Fun with Food” sculpture contest, a crowd favorite. Taste the Arts is free to the public and takes place Oct. 19 in Visalia’s downtown arts district from 10 a.m. to 5 p.m.
- **Tastemakers Festival:** The 6<sup>th</sup> annual Tastemakers Festival is one of the San Joaquin Valley’s most eclectic music and arts festivals. Aspiring musicians as young as 7 years old will perform alongside emerging artists in the music industry. This year’s lineup includes: SNV Band, The Box, The Charities, Brim, Call Me James and PIMS. The Tastemaker Festival immediately follows the Taste the Arts Festival. Performers will take the stage at the Lumberyard on Oct. 19 from 5 p.m. to 10 p.m. This event is free to the public.



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Visit Visalia is partnering with local hotels, restaurants and entertainment venues to provide visitor information. Visitors can find free maps and guides in all hotels, and they are encouraged to stop by the Visit Visalia office, at 112 E. Main Street, for itineraries and additional information.

Media passes are available for journalists interested in attending the events. Accommodations and itineraries can be arranged by contacting Suzanne Bianco at [suzanne@visitvisalia.com](mailto:suzanne@visitvisalia.com) or simply replying to this email.

To learn more about Visalia and visitor attractions this fall, please visit:  
<https://www.visitvisalia.com/>

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**ABOUT VISIT VISALIA:**

[Visit Visalia](#) is a collaboration of the Visalia Tourism Marketing District and the Visalia Convention and Visitors Bureau (VCVB) dedicated to marketing, advertising, public relations and other promotional efforts that inspire travel to the City of Visalia. Visit Visalia works closely with local lodging properties, restaurants and attractions to foster interest in Visalia as a year-round destination for leisure, family, and meeting and convention travelers. For more information about Visit Visalia go to [www.VisitVisalia.com](http://www.VisitVisalia.com) and follow Visit Visalia on [Instagram](#), [Facebook](#), [Twitter](#), [You Tube](#) and [Pinterest](#).