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**New Pop-Up Art Series Kicks Off at Westgate Entertainment District  
With Inaugural Flower Bomb Festival**

*Thousands of Handmade Paper Flowers to Fill the West Valley's Premier Entertainment District*

**GLENDALE, Ariz. (April 24, 2018)** – Westgate Entertainment District will kick off its new pop-up art series this summer and transform into an interactive garden where thousands of vibrant, handmade paper flowers will fill the walkways, pathways and skyways during the inaugural Flower Bomb Festival on Saturday, May 19.

Guests will be immersed in color with intricate paper flowers of all shapes and sizes and striking sculptures at this free, one-day festival held from noon to 2 p.m. The festival will not only be a feast for the eyes, but guests will also have the opportunity to create crafts and design their own flowers in addition to the giant daisies, colorful carnations, tiny tulips, and origami roses that will unfold throughout the center. The installation will be on display through May 27, weather permitting.

The event will bring together students, local artists and Valley groups to create an original, community developed art exhibit. In partnership with AZBCA, this festival aligns with their mission to develop innovative art and business partnerships that ultimately build sustainable communities where people want to live, work and grow.

“The Flower Bomb Festival presents a unique opportunity to bring an interactive art experience to Westgate. In collaboration with AZBCA, we are introducing this festival and more pop-up art events this year to engage locals through arts and culture, a vital component to the growth and well-being of our community,” said Jessica Kubicki, marketing director at Westgate Entertainment District.

Convenient and free parking is available in several parking lots surrounding Westgate. For more information about Flower Bomb Festival, visit [www.westgateaz.com/flower](http://www.westgateaz.com/flower).

**About Westgate Entertainment District**

Located in Glendale, Westgate Entertainment District is the premier entertainment destination of the West Valley and a place where people come together for dining, nightlife, shopping, community events, business, concerts, sporting events and celebrations of all kinds. Offering a vibrant outdoor setting with a dancing water fountain and jumping fountains for kids, Westgate delivers an interactive experience day or night. Located just east of the Loop 101 on Glendale Avenue, it encompasses more than 40 restaurants, retailers and entertainment venues including Dave & Buster's, Buffalo Wild Wings, Yard House, Saddle Ranch, Kabuki Japanese Restaurant, Johnny Rockets, IT'SUGAR and the state's largest AMC Theatres featuring 20 screens. More than 250 events take place here a year ranging from live music every Friday and Saturday night at Fountain Park to Bike Nights, Hot Rod Nights, Fitness in the District, a holiday ice rink and sports-infused fan experiences. No matter the season, there is something fresh, fun and exciting always happening at Westgate. Westgate is also anchored by Gila River Arena, home to the NHL's Arizona Coyotes, headlining concerts and major events, and is adjacent to the University

of Phoenix Stadium, home to the NFL's Arizona Cardinals. For more information, a tenant directory or to see what's happening, visit [westgateaz.com](http://westgateaz.com).

#### **About AZBCA**

The **Arizona Business Committee for the Arts** (AZBCA) establishes high-impact partnerships between businesses and our creative communities. **AZBCA, a division of the Southern Arizona Arts and Cultural Alliance (SAACA), provides meaningful engagement opportunities with the arts to inspire employees, stimulate innovation, create stronger economic impact and foster creativity.** When a business partners with the arts, they strengthen the entire community. Our vision is to inspire Arizona's business community to partner with the arts to ensure innovation, opportunity, and development in our creative sectors. **AZBCA's mission is to develop innovative arts and business partnerships, which in turn build sustainable communities where people want to live, work, and grow.** For more information, visit [azbizarts.org](http://azbizarts.org).

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