



City of Arts & Innovation



News Release

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Long Night Event to Showcase the Best in Riverside Arts, Innovation

RIVERSIDE, Calif. – Downtown Riverside will transform into an interactive stage to entertain, educate and amaze participants about the scientific and artistic accomplishments achieved in our region. The October 4 event, named “The Long Night of Arts & Innovation” was inspired by an international delegation’s visit to Riverside’s Sister City, Erlangen, Germany. The delegation was comprised of academic, business and government leaders. Impressed by the sense of community and purpose of the Erlangen “Long Night”, Mayor Ron Loveridge formed a task force with the mission to create a similar event in Riverside.

“The Long Night of Arts & Innovation will showcase Riverside’s most innovative A-teams in the arts, performing arts and sciences”, said Riverside Mayor Ronald O. Loveridge. “It will demonstrate why we were chosen as the world’s most intelligent community for 2012 by Intelligent Community Forum. And it is a signature event, branding Riverside as the City of Arts & Innovation.”

Admission is free and all events are open to the public. Activities are planned from 6:00 p.m. midnight spanning throughout the downtown area with 15 different venues such as Riverside Art Museum, UCR Culver Center, Fox Performing Arts, City Hall and many more. In all, visitors can expect more than 130 exhibits, presentations, demonstrations and artistic performances. Riverside officials expect this event to become the City’s signature event.

Learn and interact with physics, engineering, medicine, earth science, dance, theatre, music and art through presentations and performances ranging from robot demonstrations to listening to a live Riverside Philharmonic performance. Downtown retailers and dining establishments will stay open late for the event.

For further information please go to www.riversideca.gov/longnightofartsandinnovation.

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