



NEWS MEDIA RELEASE
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**GEORGEFEST TRANSITIONS TO NONPROFIT STATUS,
NAMES NEW LEADERSHIP**

ST. GEORGE, UT – As Georgefest moves toward its second anniversary of operation, the monthly community nightlife celebration has officially transitioned to a 501 (c) (3) nonprofit organization, it was announced today by Georgefest Founder and Executive Director Melynda Thorpe. Formerly managed by Emceesquare Media, Georgefest is now administered by A.R.T.S., Inc. and governed by a board of directors.

Additional members of the Georgefest Executive Community include George Scott, Jazz Garden Manager; Marianne Hamilton, Media Relations Manager; Stephen Lambert, Main Street Manager.

According to Thorpe, “Achieving non-profit status is a significant milestone that sets the stage for George to become a permanent resident event in our community.” She added that Georgefest’s financial operations will enjoy complete transparency, while the organization’s structure is now formalized as a not-for-profit entity.

“It is my hope that this beloved monthly event will remain a permanent part of the southern Utah entertainment landscape for many years to come,” Thorpe said.

Thorpe becomes executive director after successfully launching Georgefest (formerly George Streetfest) and guiding it to prominence in St. George. She brings an eclectic set of skills to the task, with expertise in public relations and strategic communications, television and documentary film production, event design, brand management, and more. Recently appointed as content curator and brand strategist at Southern Utah University Marketing Communications Office, Thorpe is also a member of the board of directors of Arts to Zion, president of Emceesquare Media Inc (a PR and media production company), and an active member of the Public Relations Society of America. Before launching Emceesquare, Thorpe’s resume included stints as associate features editor and contributor at *Etched Magazine*, media operations and publicity manager at DOCUTAH International Film Festival, and Utah Valley University’s director of publications and creative services.

With its new nonprofit status and a new venue for The Desert Pulse Jazz Garden at Green Gate Village, Thorpe and her team are excited about the future of Georgefest. “Just as the event has changed and grown since we launched two years ago, so has the group working behind the scenes,” Thorpe noted. “We are grateful that the community continues to embrace and support Georgefest in such a positive way, and we look forward to continuing to present world-class entertainment that everyone can get excited about.”

Georgefest, a nightlife event designed to celebrate the best of southern Utah, is held on the first Friday of every month from 6-10 p.m., with the Desert Pulse Jazz Garden at Green Gate Village open until midnight April–October. The event is sponsored by the City of St. George, St. George Area Convention and Visitors Bureau, Canyon Media, St. George News, Etched Magazine, The Independent, The Desert Pulse, Iron Gate Winery and Wasatch Brewery.

For more information, or to become a vendor, visit georgestreetfest.com, or email info@georgestreetfest.com. Georgefest organizers are now accepting applications for street market vendors, buskers, and food vendors.

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