



**FOR IMMEDIATE RELEASE**

For more information contact:  
Travis Joyal, (816) 531-7243  
travis@pagecomms.com  
[boulevardia.com](http://boulevardia.com)

---

## **Boulevardia dates and location locked in for 2017**

*Urban street festival transitions to jam-packed, 2-day celebration of Kansas City*

---

**KANSAS CITY, Mo. (Jan. 12, 2016)** – Organizers of Boulevardia, the Kansas City urban street festival, are excited to announce that the pop-up nation will be back for its fourth year next summer on Friday, June 16 and Saturday, June 17. Many of the special experiences that patrons have come to love will be back, along with new explorations and surprise elements for all guests to enjoy. This year’s festival will take place in the Stockyards District located just south of the event’s former location in the West Bottoms.

“Boulevardia was built as a festival that could pop up in any unexpected Kansas City area,” said Marcelo Vergara, Boulevardia president. “The Stockyards District gives us a chance to keep the festival fresh and provide festival attendees the chance to experience Boulevardia on a different Kansas City backdrop. We’ll pack all of the beer, food, music, and fun into the two days leading up to Father’s Day, giving that Sunday off to all of the dads who volunteer tirelessly to make Boulevardia the go-to destination it has become. Many details are aligning, and I can promise this will be a year you won’t want to miss.”

O’Neill Marketing & Event Management will be back to lead initiatives to develop and execute the festival. Boulevardia’s leadership consists of board members: Marcelo Vergara, founder and CEO of Propaganda3, James Taylor, president of Let’s Eat Restaurant Group, Sarah Carlew, Boulevard’s events and community relations manager, Julie Weeks, Boulevard’s marketing communications manager and Chris Haghirian, co-founder of Ink magazine’s Middle of the Map Fest and Trevor Frickey, entrepreneur and former chief operating officer at Sizewise. Keli O’Neill Wenzel, president of O’Neill Marketing & Event Management, will return as executive director.

Boulevardia’s creators are currently securing commitments from craft brewers from throughout the country to bring back its Taps & Tastes event, working on the music lineup that will include local, regional and national acts and ramping up planning on other happenings for the weekend. More details about additional experiences and festival insights will be announced in the coming months.

### **About Boulevardia**

The two-day urban street festival is scheduled to take place June 16-17 in Kansas City’s Stockyards District which is the area surrounding the Livestock Exchange Building. The multi-day event will be highlighted with a craft beer and food sampling experience, music from local, regional and national acts as well as family activities, entertainment, shopping and eco-education in a unique urban setting. Learn more at [boulevardia.com](http://boulevardia.com), [facebook.com/boulevardia](https://facebook.com/boulevardia), [twitter.com/Blvdia](https://twitter.com/Blvdia) and [instagram.com/blvdia](https://instagram.com/blvdia).

###