

## FOR IMMEDIATE RELEASE

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### Introducing Ripple Effect: A New Arts Festival Uniting Santa Cruz County's Creative Community

**Santa Cruz, CA** – The arts community of Santa Cruz County will come together **April 16–26, 2026** for the launch of the inaugural **Ripple Effect Arts Festival**, an exciting new 11-day celebration showcasing the region's vibrant creativity and cultural diversity. The festival will feature performances, exhibitions, workshops, and interactive events across venues countywide, inviting audiences of all ages to experience the transformative power of art.

Set against the stunning coastline and redwood forests of Santa Cruz County, the *Ripple Effect Arts Festival* invites visitors to discover not only the creativity of our local artists, but also the unique culture, landscapes, and hospitality that make this region a world-class destination.

*The Ripple Effect Arts Festival* was born out of a shared belief that the arts not only enrich our lives but also strengthen our community and economy. At a time when many artists and organizations face mounting challenges, Ripple Effect provides a new platform for collaboration, visibility, and collective support. Grassroots and volunteer-driven, the festival is powered by the dedication of local arts organizations and community partners who believe in the unifying force of creativity.

"April is celebrated as Arts, Culture & Creativity Month in California and Santa Cruz, making it the perfect time to highlight the power of the arts and launch a new countywide festival," said Terence Concannon, CEO of Visit Santa Cruz.

By participating, visitors directly invest in the vitality of Santa Cruz County's creative economy—helping sustain local artists, small businesses, and cultural organizations while experiencing the county through an authentic community-driven celebration.

"Now, more than ever, the arts community needs to support each other," said Rose Sellery, one of the festival's organizers. "*The Ripple Effect Arts Festival* is about creating new models to cross-promote the arts broadly, so that artists, organizations, and audiences can thrive together. This is about strengthening our local creative economy and uniting the incredible talents of Santa Cruz County under one countywide celebration."

Through partnerships with local artists, arts organizations, businesses, and community leaders, Ripple Effect will highlight the county's role as a major cultural destination. From hands-on activities to spectacular performances and exhibitions, the festival aims to make the arts accessible to everyone, while drawing visitors from the greater Monterey Bay, San Francisco Bay Area, and beyond.

"In times like these, it's more important than ever for the arts community and artists to stand together. Supporting one another is what we've always done—and what we continue to do now, with even greater strength." Collette Tabone, Executive Director Motion Pacific Dance

*The Ripple Effect Arts Festival* is set to become an annual tradition—one that celebrates creativity, fosters collaboration, and builds a stronger, more connected community. By amplifying the voices of local and global artists alike, the festival strengthens Santa Cruz County's mission to shine as a world-class destination for arts and culture—where innovation, diversity, and imagination ripple outward to inspire all who gather here.

*The Ripple Effect Arts Festival* is sponsored in part by the City of Santa Cruz Economic Development Department, Community Foundation Santa Cruz County and Arts Council Santa Cruz County.

**Dates:** April 16–26, 2026

**Website:** [rippleartsfestsantacruz.com](http://rippleartsfestsantacruz.com) | **Contact:** [contact@rippleartsfestsantacruz.com](mailto:contact@rippleartsfestsantacruz.com)