

7/17/74 for immediate release

Reston Black Focus announces their 6th Annual Black Arts Festival to be held in the International Conference Center, Reston, Virginia, August 31, 1974 through September 2, 1974.

The new town of Reston, Virginia is home to about 30 thousand people. Reston is located approximately 25 miles west of Washington, D.C. and has a projected population of 80 thousand.

Reston Black Focus was formed in 1969 by black Restonians who were concerned that black people participate in every phase of Reston's development and that black culture and life styles thrive.

The Black Arts Festival, held each Labor Day weekend since 1969, focuses the public's attention on the contributions that black people have made and continue to make to the culture and commerce of our society. The festival is a showcase for black art forms and products.

Activities planned for this year's festival include:

- o 7 conference on new towns from a black perspective
- o the traditional festival dance
- o black feature films at the Reston Twin Cinema
- o commercial, arts, and craft exhibits
- o free live entertainment for the whole family
- o o a fashion show featuring the work of black designers
- o a tour of black Reston homes

The focal point for the activities will be the Dag Hammarskjold Plaza in Reston's new International Conference Center and the adjoining Sheraton Inn. The program will highlight the essential role of black people in the solution of the urban crisis.

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Past festivals have attracted/thousand people to enjoy dance, music, poetry, films, and noted speakers; and to purchase paintings, fashions, foods, crafts, books, and furnishings. Major speakers have included: Rev. Jesse Jackson, Baker Morton, Fannie Loe Hamer, Dr. Andrew Billingsly, and Rev. Channing E. Phillips. Beneficiaries black

The new town of Reston is special to its/residents. Here is the challenge and opportunity to shape a community where all kinds of people can flourish and contribute--a place where everyone can grow, where the basic humanity and intrinsic worth of each individual is implicit in all the community's institutions. Reston Black Focus' annual Black Arts Festival is an essential element of the program for meeting this challenge. The festival also serves as an example to established communities of the positive impact that black people can have on the character of an urban community,

For further information, call: 437-5703, 471-9349, or 860-3971.

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of festival proceeds have included: the Inner Voices, the Northern Virginia Music Center, the Howard University Mississippi Project, the United Negro College Fund, and Africare.