

Reno Artown raising money to keep events free

By Forrest Hartman, Reno Gazette-Journal

Artown is launching a fund-raising campaign this week to develop additional revenue for its summer arts festival.

The program, Give \$3 Keep Artown Free, encourages patrons to donate small sums of money for the organization that promotes hundreds of arts activities in Reno each July.

Beth Macmillan, Artown executive director, said more than 60 percent of the events at this year's festival are being offered at no charge.

"If you enjoy the events, you can make a small contribution to continue to keep Artown free," Macmillan said. "I know of two other festivals that have done a similar program, and it's been very successful."

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