

# PADUCAH

## UNESCO CREATIVE CITY

**FOR IMMEDIATE RELEASE**

### **Lower Town Arts and Music Festival Returns with More Community Support in 2026**

**Paducah, KY – November 24, 2025** – The Paducah Convention & Visitors Bureau (CVB) is pleased to announce the Lower Town Arts and Music Festival will return May 8-9, 2026 with added components tied to Paducah’s involvement in the UNESCO Creative Cities Network (UCCN). The festival brings together artists and musicians from across the region for a celebration of creativity and community in Paducah’s historic Lower Town neighborhood.

This year’s festival will welcome participation from artists connected to the global Creative Cities Network, and plans are underway to create new opportunities for cultural exchange and community engagement through the arts. In addition to the UNESCO tie-in, the CVB will provide substantial marketing support, aiming to bring new visitors to town for the festival.

“Being a UNESCO Creative City is more than just a label we get to put on a postcard; it represents the heart, soul, time, and dedication of Paducah residents,” said Will Brandon, Lower Town Arts and Music Festival Director. “To have the full support of our local CVB behind the festival means we get the opportunity to share more of that with the world and show everyone how important it is to come together and celebrate the return of our favorite event.”

This Wednesday, November 26, at 7 PM, Dry Ground Brewing Co. will host “Halfway to Lower Town,” a free event marking six months before Paducah’s signature creative celebration. The public is invited to attend for live music by The Picket Bros. Hillbilly Revue, and the vibrant neighborhood spirit that defines the Lower Town Arts and Music Festival.

“The Lower Town neighborhood has always been one of those places where you can feel Paducah’s creative spirit in a real and personal way,” said Alyssa Phares, President & CEO of the Paducah CVB. “It is not just about UNESCO, even though that partnership opens doors for us. It is about the people who show up every day to create, perform, welcome visitors, and build something special together. Supporting the Lower Town Arts & Music Festival is supporting the energy and talent that make Paducah what it is. I am truly excited to see it return next year and with fresh ideas and a sense of momentum, and I know it will remind visitors of all the ways creativity is woven into life here.”

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