

FOR IMMEDIATE RELEASE

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LIFE IS BEAUTIFUL ANNOUNCES RETURN OF FERGUSONS DOWNTOWN MARKET IN THE ALLEY



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LAS VEGAS – [Life is Beautiful](#), Las Vegas’ three-day premier music, art, culinary and comedy festival, is pleased to announce a special installment of **Market in the Alley** presented by **Fergusons Downtown** will return to this year’s festival, Sept. 17-19.

Centered on community and celebrating Las Vegas’ talented creatives, Market in the Alley will showcase over 50 local small businesses, artists and curators. Located within the festival grounds on Fremont Street between 10th and 11th, festival goers will have the opportunity to discover unique and thoughtful pieces ranging from handmade clothing, candles, art, one-of-kind jewelry, festival flare and more. Market in the Alley will be open Sept. 17-19 from 2:00 p.m. – 10:00 p.m. each day.

“We are beyond thrilled to once again be able to bring festival-goers a true peek into our local creative community,” said Fergusons Downtown co-founder and creative strategist Jen Taler. “There’s so much more to Vegas than ‘What happens in Vegas stays in Vegas,’ and Life is Beautiful and its lineup of music, art, and activations like Market in the Alley is a testament of that.”

More than a traditional festival, Life is Beautiful is a three-day celebration that unifies the concepts of art, music, good, comedy, and ideas. The festival has sparked a desire for change and beauty, not just in Downtown Las Vegas, but across the world. Over the years, Life is Beautiful has featured top performing artists, such as Chance the Rapper, Kanye West, Foo Fighters, Lionel Richie, Stevie Wonder, Mumford & Sons, Billie Eilish and Post Malone. The festival generates new thoughts with a series of prominent speakers who challenge attendees' preconceived notions about the world. Previous IDEAS Series headliners include television personality, author, model and drag queen, RuPaul Charles, and science educator Bill Nye.

Although tickets for Life is Beautiful 2021 are currently sold out, fans looking to purchase tickets are encouraged to join the [Life is Beautiful waitlist and verified ticket exchange](#). Every ticket bought or sold on the exchange is verified, making it the safest and most secure resale platform. For more information on Life is Beautiful, please visit www.lifeisbeautiful.com or follow along on social media on [Facebook](#), [Instagram](#) and [Twitter](#)

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About Life is Beautiful

Life is Beautiful was born in 2013 as part of the major transformation of Downtown Las Vegas as a cultural hub and has since contributed over \$350M of economic impact and cultural capital to the area. During the three-day festival, premier musical acts, experiential artists, comedians, thinkers and culinary talent flow into the urban streets of DTLV, in addition to the festival's 170,000 attendees. What started as an event has become something more: a symbol of connection, joy and creativity. Life is Beautiful continues to be driven by its core mission to create a holistic experience which aids in positive community transformation and individual empowerment by collectivizing and inspiring through shared experiences driven by art and culture.

About Fergusons Downtown

[Fergusons Downtown](#) is a city block rooted in community, celebrating local music, art and creators. Through the revitalization of the historic Fergusons Motel, Fergusons Downtown is cultivating a diverse and inviting community that fosters creativity and passion. From the shops of local makers to restaurants and an enchanting green space, Fergusons is a place where the community can connect, shop, eat, drink, stay, work and explore. For more information, visit fergusondowntown.com and [@fergusondowntown on Instagram and Facebook](#).

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