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**Brite Winter: Lucky 13 Returns to the West Bank of the Flats on February 26, 2022,
with New Presenting Sponsor, Hyland.**

The Cleveland music and art festival is celebrating its thirteenth year with gratitude.

CLEVELAND, DECEMBER 1, 2021— Brite Winter, Cleveland's premier music and art festival has brought smiles, laughter and an abundance of warmth to Clevelanders during the coldest month of the year for thirteen years. This year's event will take place on Saturday, February 26, 2022, from 3:00 PM to 1:00 AM on Cleveland's West Bank of the Flats at the intersection of Main Avenue and Center Street.

Festival-goers will find stages showcasing over 30 musical artists, interactive art experiences, an array of food and beer trucks, family activities and more! Since we're turning thirteen, our theme this year is Lucky 13. We'll be celebrating all the things that bring us luck - with gratitude and a whole lot of appreciation for our community. Without them, Brite Winter would not be possible.

"We are really excited to celebrate the best of our music and arts with Clevelanders in person again," says Emily Hornack, Executive Director of Brite Winter. "The last couple of years have really highlighted how much the arts and common experiences add to life. We are proud of the experiences we've created for the last 13 years, and look forward to continuing to bring people together for years to come."

We're delighted to announce our partnership with [Hyland](#) as our presenting sponsor. Based in Westlake, Ohio, Hyland is a software company that enables organizations to deliver better experiences to the people they serve. For thirty years, Hyland has led with innovation and creativity to accelerate their customers' digital transformation journey. We couldn't be more excited to have them on board.

"Hyland is thrilled to support the advancement of Brite Winter's mission as this year's presenting sponsor," says Alexa Marinos, Associate Vice President of Corporate Communications at Hyland. "We recognize the important role our local community has played in our growth, so it's an honor to support the artists, musicians and creators at this iconic Cleveland event."

For more information about this release, please contact press@britewinter.com. To reach Brite Winter Music Festival organizers directly, please contact Morgan Passek at morganp@britewinter.com or Emily Hornack at emilyh@britewinter.com.

About Brite Winter Music Festival

Brite Winter's vision is to contribute to the Cleveland cultural landscape with low cost and accessible events during underserved times of the year, like winter; an event where anyone can experience Cleveland through traditional and innovative activities. Brite Winter marries fire, participatory art, food, music, and games to build community while helping us embrace the cold winter months. Brite Winter is the premier Cleveland event between New Year's Eve and St. Patrick's Day and is the largest showcase for Northeastern Ohio's artists, musicians, and creative culture. We embrace our core values of positivity, community, creativity, artistic excellence, and accessibility.

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