



2026 Event Promotion Guide

EVENT SNAPSHOT

Name: Locust Street Festival

Hosted By: Walnut Creek Downtown Association



Wednesdays: July 8 & August 5



5:00 PM to 8:30 PM



Downtown Walnut Creek – Locust St, Cypress St, Bonanza St



Free Admission – encourage guests to RSVP!

IMPORTANT LINKS

Event Page: www.walnutcreekdowntown.com/locuststreetfestival

RSVP Eventbrite Page: <https://www.eventbrite.com/e/locust-street-festival-tickets-1987656923364?aff=oddtcreator>

Marketing Toolkit & Graphics:

www.walnutcreekdowntown.com/events/locust-street-festival/marketing-toolkit

Tag Us: IG [@walnutcreekdowntown](https://www.instagram.com/walnutcreekdowntown)

FB [@downtownwalnutcreek](https://www.facebook.com/downtownwalnutcreek)

TikTok [@walnutcreekdowntown](https://www.tiktok.com/@walnutcreekdowntown)

Hashtag: #LocustStreetFestival

HIGHLIGHTS

- Live music throughout downtown
- Local restaurants & food vendors
- Beer, wine & cocktails
- Artisan vendors
- Local shopping
- Family-friendly activities
- Dog-friendly atmosphere
- Outdoor dining & patios
- Summer evening vibes

ADDITIONAL FEATURED EXPERIENCES

- **Entertainment Zone** - Alcoholic beverages can be purchased from participating businesses within the Entertainment Zone and enjoy them throughout the even
- **Bourbon Highway's Honky Tonk Plaza** – Line Dancing & Music at Water Light Plaza
- **Sunset Sounds Stage by Rooftop Restaurant & Bar** – DJ on South End of Locust St
- Aerial Arts Performances
- Mobile Pet Adoptions with Joybound People & Pets

SHORT DESCRIPTION

Option #1:

Locust Street Festival transforms Downtown Walnut Creek into the ultimate summer street party, featuring live music, delicious eats, craft beer & wine, artisan vendors, local shopping, and fun around every corner. Grab your friends, bring the family, and join us for an unforgettable evening. 🌞 🎉

💎 Free Admission with RSVP » ([link to Eventbrite page](#))

Option #2:

Celebrate summer in Downtown Walnut Creek! 🎵 Enjoy live music, local restaurants, craft beer & wine, artisan vendors, shopping, and family-friendly fun at Locust Street Festival. It's free to attend and the perfect way to spend a summer evening with friends and family.

LONG DESCRIPTION

Get ready for one of Downtown Walnut Creek's favorite summer traditions! 🌞 🎉

Locust Street Festival brings the streets to life with live music, incredible food, craft beer & wine, artisan vendors, local shopping, and interactive experiences that make every block worth exploring.

Stroll through downtown as restaurants spill onto the streets, musicians fill the air with live performances, and local businesses, makers, and vendors create a vibrant atmosphere full of energy and discovery.

Whether you're meeting friends after work, grabbing dinner with the family, enjoying a drink in the Entertainment Zone, or simply soaking up the summer vibes, there's something new to experience around every corner.

Come hungry, stay for the music, shop local, and celebrate everything that makes Downtown Walnut Creek such a special place to gather.

Free to attend. Fun for all ages. RSVP »

ALT SHORT OPTIONS & CAPTIONS



- Downtown Walnut Creek is turning up the volume! Join us for live music, delicious eats, local shopping, craft beer & wine, and summer fun.
- Your favorite summer block party is calling! Gather your friends and enjoy live music, local eats, craft beer & wine, artisan vendors, and family-friendly fun in Downtown Walnut Creek.
- Grab a drink, discover your next favorite local business, enjoy live entertainment, and experience Downtown Walnut Creek like never before
- The streets are closing, the music is starting, and summer is in full swing. Don't miss Locust Street Festival!
- Shop. Sip. Dine. Dance. Repeat. Spend your summer evenings at Downtown Walnut Creek's favorite street festival.
- Summer nights. Live music. Great food. Local shopping. See you at Locust Street Festival!
- Live Music • Food • Craft Beer & Wine • Artisan Vendors • Shopping • Family Fun • Free Admission

ADDITIONAL INFORMATION

Thank you for helping to promote Walnut Creek Downtown's Locust Street Festival! For additional information and event details, please visit our website. For media requests, graphics, and marketing, please contact the Walnut Creek Downtown team:

Kelly Fordon, Marketing Coordinator – kelly@walnutcreekdowntown.com

Kelsey Wendt, Events Manager – kelsey@walnutcreekdowntown.com

