**FOR IMMEDIATE RELEASE**

**DREAM ON FESTIVAL RETURNS TO PITTSBURGH AUGUST 5TH - 6TH**

PITTSBURGH, PA -  (June 20, 2016) – [**Omicelo Cares**](http://www.omicelocares.com) in partnership with [**Dream Cream Ice Cream**](http://on.fb.me/1o2DC7C) remount The *DreamOn Festival,* a music, ice cream and arts festival, August 5th-6th in Market Square, Pittsburgh, PA.

After an outstanding premiere in 2014, DreamOn 2015 grew to over 55,000 attendees, raised **$**10,000 to support local causes and had 1.4 million social media impressions. [**The** **DreamOn Festival**](http://www.dreamonfest.com) returns a third time to take over Market Square with **20 multi-genre live music concerts, 3 DJs, 20 flavors of Dream Cream Ice Cream**, and a very special display of live visual artistry from Pittsburgh's homegrown talent in a partnership with **Boom Concepts**. The 2-day weekend event is an even bigger and better celebration of Pittsburgh's best local talent, diversity and community in the *Most Livable City*!

The festival will be headlined by Pittsburgh’s own [**Funky Fly Project**](http://www.funkyflyproject.com/) and features performances by [**Anqwenique**](http://anqwenique.com/)**;** [**28 North**](http://www.28north.com/)**;** [**Jasmine Tate**](http://jasminetate.com/)**;** [**Mic Blaque**](http://www.micblaque.com/)**;** [**Noel Quintana & The Latin Crew**](http://www.thelatincrew.com/)**;** [**Emerson Jay**](http://www.emersonjay.com/)**;** [**Jessica Lee**](http://www.jessicaleesong.com/)**;** [**Byron Nash and Plan B**](http://byronnash.com/)**,** and more!

Pittsburgh natives County Executive[**Rich Fitzgerald**](http://www.alleghenycounty.us/county-executive/biography.aspx)and City Councilman[**Corey O’Connor**](http://www.pittsburghpa.gov/district5/bio)are confirmed to host the Festival along with Omicelo Cares Chairman [**Joshua Pollard**](http://www.omicelo.com/#section-7).

The *DreamOn Festival* will also host several local vendors along with numerous visual artists. Sponsors for the event include [**University of Pittsburgh Medical Center**](http://upmc.com/)(UPMC), [**UPMC Health Plan**](https://www.upmchealthplan.com/?q=r), [**Heinz Endowments**](http://www.heinz.org/), [**Highmark**](https://www.highmark.com/hmk2/index.shtml), [**Urban Redevelopment Authority**,](http://www.ura.org/) [**Pulso Viral**](http://www.pulsoviral.com/), and [**AXN FGR**](http://www.axnfgr.com/). The media sponsors for the event are [**WESA**](http://www.wesa.fm)and [**WYEP**](http://www.wyep.org).

This year, the *DreamOn Festival* will host a special VIP reception and official 501(c)(3) launch of Omicelo Cares, a nonprofit organization, on August 5th from 5pm to 8pm at Culture Restaurant at 130 Seventh St, Downtown Pittsburgh. Tickets for this event can be purchased at [**www.omicelocares.org**](http://www.omicelocares.org) or [**www.dreamonfest.com**](http://www.dreamonfest.com). Omicelo Cares’ mission is to use real estate and real estate principles to advance the education and wealth of Americans in gentrifying neighborhoods. As such, The *DreamOn Festival* provides a unique opportunity for Omicelo Cares students to learn business skills, run a large-scale, city-wide event and participate in the festival’s proceeds.

All musical performances and ice cream sales will take place in Market Square, excluding the VIP reception. The festival is open and free to the public. For a schedule of performances, to RSVP for the festival and more information about the *DreamOn Festival*,visit [**www.dreamonfest.com**](http://www.dreamonfest.com).

For *DreamOn Festival* or artist press inquiries, media passes to cover the events, please contact Emily Hammers at **emily.hammers@omicelo.com**. For press materials, visit our [**Dropbox**](https://www.dropbox.com/sh/w4vz5ojra6nnhxw/AABv8yp3MSplca7HJVd3menQa?dl=0).

To get connected with *DreamOn Festival* and stay informed on festival news, follow [#DreamOnFest](http://bit.ly/1o2xrQW); visit *DreamOn Festival* on Facebook at [facebook.com/DreamOnFest](http://on.fb.me/1deggrT); Twitter at [@DreamOnFest](http://bit.ly/1Q6EFl9); Instagram at [@DreamOnFest](http://bit.ly/1GZOAmE). To get connected with Dream Cream Ice Cream visit Dream Cream Ice Cream on Facebook at [facebook.com/DreamCreamIceCream](http://on.fb.me/1o2DC7C) or on Twitter [@DreamCreamPGH](http://bit.ly/1lpvXhD).

Contact: Emily Hammers

Omicelo

P: (724) 825.6857

Emily.hammers@omicelo.com

[www.omicelo.com](http://bit.ly/1gjDQSL)

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**About Omicelo Cares**

Omicelo Cares is a 501(c)(3) nonprofit organization that believes neighborhoods can create promise for all community members. The **mission** of Omicelo Cares is to use real estate & its principles to advance the education and wealth of people in gentrifying neighborhoods. Omicelo Cares supports communities through inclusive real estate development and hands-on real estate education in neighborhoods on the cusp of change. Additionally, Omicelo Cares uses real estate & asset-based education to unlock the previously untapped economic potential for young people.

**About Dream Cream Ice Cream**

Dream Cream Ice Cream is a custom flavor ice cream parlor. Each custom ice cream flavor serves as a local fundraiser that supports need-based causes, or “dreams,” of the local community. Dream Cream Ice Cream supports soccer moms that need new uniforms for the team, college students in need of book money and large non-profits alike. Dream Cream Ice Cream recognizes that everyone has dreams. Through ice cream and social innovation Dream Cream Ice Cream aims to provide the extra cash to move dreamers in the right direction. The company is based in Pittsburgh, PA.