

Art Worth Festival Selects The League Lady for 2026 Event Marketing

Award-winning, woman-owned consultancy will lead social media, public relations and promotional storytelling for Fort Worth's fifth annual fine art festival.

ARLINGTON, TX, UNITED STATES,
September 10, 2026 /

EINPresswire.com/ -- [The League Lady](#) LLC, a Texas-based marketing and advertising consultancy specializing in festivals, live events and cultural organizations, has been selected to provide event marketing and promotional services for the 2026 [Art Worth Festival](#).



Art Worth Festival at The Shops at Clearfork October 23-25, 2026

“

Live events have the ability to introduce audiences to artists, create lasting community connections and generate meaningful economic impact”

Cece Henley, founder of The League Lady

The four-month engagement includes social media strategy and management, editorial development, public relations, promotional design and audience engagement leading into the festival, scheduled for October 23–25 on the lawn of The Shops at Clearfork in Fort Worth.

"Cece truly is a passionate professional who is committed to both the event industry and the arts, and the Art Worth Festival counts itself lucky to be in league with The League Lady," said Greg Belz, Executive Director of [ArtWorks Foundation](#).

Presented by ArtWorks Foundation, the fifth annual Art Worth Festival will feature more than 90 artists selected for the juried exhibition, live demonstrations of numerous artistic disciplines and musical performances by student, university and professional ensembles. Admission is free.

“Art festivals become meaningful when people connect not only with the finished work, but also with the artists, stories and creative processes behind it,” said Cece Henley, founder of The League Lady. “Art Worth already has a wonderful foundation and a genuine commitment to helping artists grow. I am honored to help introduce its artists, musicians and demonstrators to

a broader audience while building excitement for an exceptional weekend of art in Fort Worth.”

Since beginning the engagement in July, The League Lady has developed an extensive collection of original editorial content highlighting the festival’s juried artists, performing organizations, live demonstrations, sponsors, volunteer opportunities and Artist Incubator Program. The marketing strategy also includes a refreshed visual presentation designed to strengthen brand consistency while preserving the festival’s established identity.

Founded by Henley in 2014, The League Lady provides strategic marketing, advertising, public relations and digital content for festivals and live events throughout North Texas. The consultancy’s current and previous event portfolio includes the H-E-B | Central Market Plano Balloon Festival, Wildflower! Arts & Music Festival and Cottonwood Art Festival.

Henley was recognized as the 2025 Vendor of the Year by the Texas Festivals & Events Association for her contributions to the state’s festival and event industry.

“Live events have the ability to introduce audiences to artists, create lasting community connections and generate meaningful economic impact,” Henley said. “My role is to find the stories that make each event distinctive and communicate them in a way that invites people to become part of the experience.”

The 2026 Art Worth Festival will be held Friday through Sunday, October 23–25, at The Shops at



Cece Henley, founder of The League Lady



The League Lady LLC logo

Clearfork, 5135 Monahans Avenue in Fort Worth. Additional information is available at <https://artworthfest.org/>.

About The League Lady

Founded in 2014, The League Lady LLC is a woman-owned marketing and advertising consultancy specializing in festivals, live events, cultural organizations and community experiences. Services include strategic communications, social media management, public relations, editorial development, digital advertising, influencer outreach campaigns and live event coverage. Learn more at <https://theleaguelady.com/>.

About ArtWorks Foundation

ArtWorks Foundation is a 501(c)(3) nonprofit organization dedicated to helping artists grow the business scope and artistic excellence of their work through exhibition, education and professional-development initiatives. The organization produces Art Worth Festival, an annual celebration of fine art, fine craft, live demonstrations and music in Fort Worth, Texas.

Cece Henley

The League Lady

+ +1 214-695-8192

[email us here](#)

Visit us on social media:

[LinkedIn](#)

[Instagram](#)

[Facebook](#)



Art Worth Festival October 23-25, 2026 at The Shops at Clearfork



Art Worth Festival on the lawn of The Shops at Clearfork

This press release can be viewed online at: <https://www.einpresswire.com/article/941210417>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire,

Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2026 Newsmatics Inc. All Right Reserved.