



FOR IMMEDIATE RELEASE

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*****MEDIA ADVISORY*****

MEET THE ARTISTS OF THE NEW BLOOD ART SHOW

PHOTO, VIDEO, AND INTERVIEW OPPORTUNITIES AVAILABLE

WHAT: The public is invited to meet, converse, and mingle with the amateur artists and show support by voting for their favorite pieces of art. Two awards – People’s Choice and Grassroots Pick – will be presented in 17 categories. Categories are: Emerging Artist (never had a show), Fresh Talent (never won an award), Starving Artist (never sold a piece), age 4 and under, age 5, age 6, age 7, age 8, age 9, age 10, age 11, age 12, age 13, age 14, age 15, age 16, and age 17 as of July 1. Submissions will be accepted at Grassroots Books from June 15 through July 22 at 5pm. Rules are available at Grassroots Books and on-line at grassrootsbooks.com.

A VIP reception will be held prior to the public event for participating artists, professional artists, and the media. RSVP for the VIP reception at media@grassrootsbooks.com.

WHEN: VIP Reception: Friday, July 29, 4PM-6PM
Public Event: Friday, July 29, 6PM-8PM

WHERE: Grassroots Books, 660 E. Grove St., Reno, NV

WHY: “Meet the Artists of the New Blood Art Show” is part of the 16th annual Artown festival, July 2011. The month-long summer arts festival features more than 400 events produced by more than 100 cultural organizations and businesses in locations citywide, with major funding provided by the City of Reno.



MEDIA: Call or text Zoe Miller at 848-8781, or call C-L Gaudio at 828-2665

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