



FOR IMMEDIATE RELEASE

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**\*\*\*MEDIA ADVISORY\*\*\***

## **AWARDS CEREMONY FOR NEW BLOOD ART SHOW**

*\*\*PHOTO, VIDEO, AND INTERVIEW OPPORTUNITIES AVAILABLE\*\**

**WHAT:** The public is invited to share in the excitement as emerging artists receive recognition for their work. This is a local artist's show featuring amateurs and kids. People's Choice awards and Grassroots Pick awards will be presented in 17 categories for 34 prizes total. 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. Winners receive \$100 in Grassroots Books store credit. Rules are available at Grassroots Books and on-line at [grassrootsbooks.com](http://grassrootsbooks.com).

**WHEN:** Sunday, July 31, 12PM-1PM

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

**WHY:** "Awards Ceremony for New Blood Art Show" is part of the 16<sup>th</sup> 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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