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

NEW BLOOD ART SHOW

****GRASSROOTS BOOKS SEEKS "NEW BLOOD"****

WHAT: Grassroots Books is supporting local, budding artists. Reno is an art-oriented community and future Picassos live among us. Grassroots wants to help them earn money through art. Supporting artists is critical, and this show encourages them to get on the first rung of the ladder. This is a local artist's show featuring amateurs and kids.

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. Art will be accepted at Grassroots Books from June 15 through July 22 at 5pm. In addition to the show, two awards – People's Choice and Grassroots Pick – will be presented in 17 categories for 34 prizes total. Winners receive \$100 in Grassroots Books store credit. The awards ceremony is Sunday, July 31 at noon. Rules are available at Grassroots Books and on-line at grassrootsbooks.com.

WHEN: July 1-July 31, 9AM-8PM

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

WHY: "New Blood Art Show" during the month of July 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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