



BRACEBRIDGE
The Heart of Muskoka

**MEDIA RELEASE
FOR IMMEDIATE RELEASE
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ART in the HEART – Call for Entry

BRACEBRIDGE, ONT – Today, the Town of Bracebridge along with partners Muskoka Arts and Crafts, Inc., and Muskoka Small Business Centre issued a call for entry for the newly created, Art in the Heart program. New and emerging artists have until July 11th to submit their application to participate in this program. This initiative, that received approval from Town Council on June 18th, is designed to assist new artists by providing an opportunity to showcase their work and, to create a new attraction in the core of Bracebridge.

The program will be introduced on a trial basis during two weekends in August of 2008. Elene Freer, Curator/Coordinator for Muskoka Arts and Crafts indicated that, “Artists are required to submit an application that demonstrates that they meet the criteria of the program along with photos of their works.” Muskoka Arts and Crafts Inc. will collect the entries that will be juried by a group of professional artists.

According to Cheryl Kelley, the Town’s Director of Economic Development, “The process from application to acceptance is compressed; the artists will be notified of their acceptance during the week of July 18th”. Kelley went on to say, “Part of our approach to developing artists is to help them in creating an actual business and through our partnership with the Small Business Centre we will be offering assistance to them throughout the process.”

Deena Brock the Managing Consultant for the Muskoka Small Business Centre said, “We are able to provide these new and emerging artists coaching and guidance in submitting their application and once they are approved, we will be hosting a specific workshop to ‘ready’ them for displaying and selling their work.”

In April of this year, the District of Muskoka declared Muskoka to be a “Designated Arts Community”. In support of this declaration, the Town of Bracebridge, with support from Muskoka Arts & Crafts and Muskoka Small Business Centre, is launching a new arts initiative. Entitled ART in the HEART, this program will focus on providing new and emerging artists with a venue to display and sell their works. It will take place on two consecutive weekends in August of 2008 (August 16/17 and August 23/24) and will happen in the alleys and public spaces along Manitoba Street. Plans are already underway to see the event expand in 2009 to include every weekend from early June until mid September.

The call for artists is available through any of the partners or their websites.

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About Bracebridge – The Town Bracebridge is Muskoka’s fastest growing urban municipality with a current population of over 15,600 that increases to over 30,000 during the summer months. Bracebridge, “the Heart of Muskoka”, offers citizens unique quality of life through its location in the centre of Muskoka, a world-renowned pristine natural environment. The community has a diversified economic base with numerous educational, social, recreational and cultural resources. The Town is positioned on the 45th parallel, halfway between the Equator and the North Pole, and is recognized as Santa’s summer home.